



BROADCASTING

THE BUSINESS

AND RADIO

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JULY 1, 1963

NEWSPAPER

Integration push, with FCC support, takes aim at radio-TV 27

What hath end of option time wrought? The answer isn't clear 62

ers to supply a uniform proof of performance 28

NAB board proposes industry attack against government 'encroachment' 44

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Keep close to your customers
with Spot Radio

illing suntan lotion? Your best opportunity is right
w—while she's using the product. Spot Radio via
ese great stations will send your summer sales
rve soaring.

RADIO DIVISION

EDWARD PETRY & CO., INC.

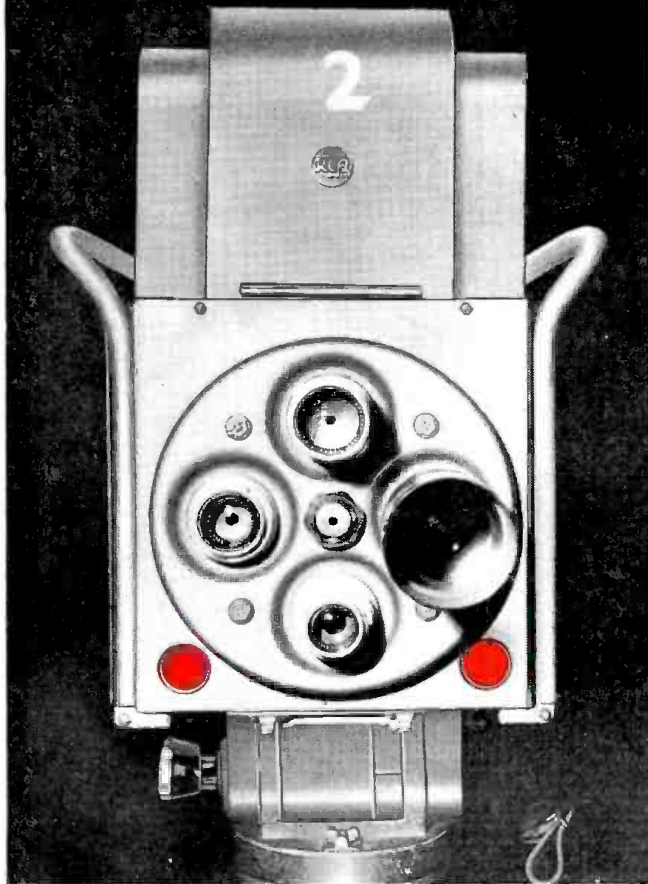
THE ORIGINAL STATION REPRESENTATIVE

W YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
TROT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

OB	Albuquerque	WTAR	Norfolk-Newport News
'SB	Atlanta	KFAB	Omaha
'GR	Buffalo	KPOJ	Portland
GN	Chicago	WRNL	Richmond
DOK	Cleveland	WROC	Rochester
FAA	Dallas-Ft. Worth	KCRA	Sacramento
STR	Denver	KALL	Salt Lake City
JAL	Duluth-Superior	WOAI	San Antonio
PRC	Houston	KFMB	San Diego
DAF	Kansas City	KYA	San Francisco
ARK	Little Rock	KMA	Shenandoah
LAC	Los Angeles	KREM	Spokane
INZ	Miami	WGTO	Tampa-Lakeland-Orlando
STP	Minneapolis-St. Paul	KVOO	Tulsa
Intermountain Network		Radio New York Worldwide	



**WHEN THE COMMERCIAL
IS LOCAL-LIVE . . .**



**IT'S PRODUCTION
THAT COUNTS**



**IN SIOUX CITY THE TOPS IN LOCAL-LIVE
PRODUCTION IS ON KVTV, CHANNEL 9**

It takes a lot of hands and a lot of talent to produce an effective live commercial . . . a commercial that sells . . . not just a commercial that tells. In Sioux City you'll find the "selling" commercials on KVTV, Channel 9, where a 38-man production staff achieves the finest local-live production in the midwest. Advertiser after advertiser, local, regional and national merits the tops in local production when they're "local-live on KVTV, Channel 9." The effective way to sell in Iowa's 750,000 residents is on KVTV, Channel 9. See your KATZ man.

Air University Library

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SIOUX CITY
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SIOUX CITY
KVTV
SIOUX CITY



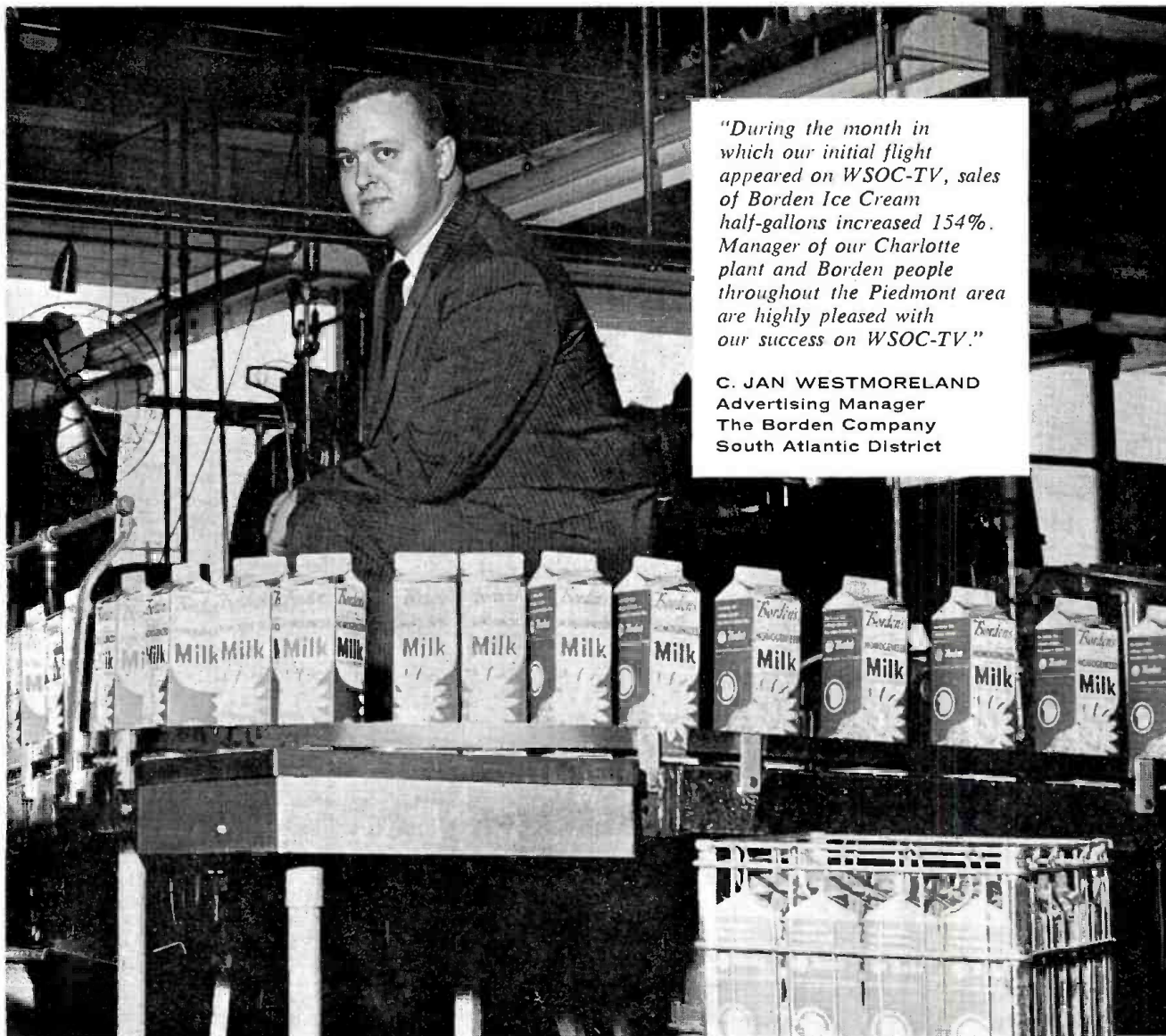
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



**PEOPLES
BROADCASTING CORPORATION**

KVTV Sioux City, Iowa
WNAX Yankton, South Dakota
WGAR Cleveland, Ohio
WRFD Columbus, Ohio
WMMN Fairmont, West Virginia

**"During month of our initial flight on
Charlotte's WSOC-TV, ice cream sales increased
154%" — Jan Westmoreland, Borden Co.**



"During the month in which our initial flight appeared on WSOC-TV, sales of Borden Ice Cream half-gallons increased 154%. Manager of our Charlotte plant and Borden people throughout the Piedmont area are highly pleased with our success on WSOC-TV."

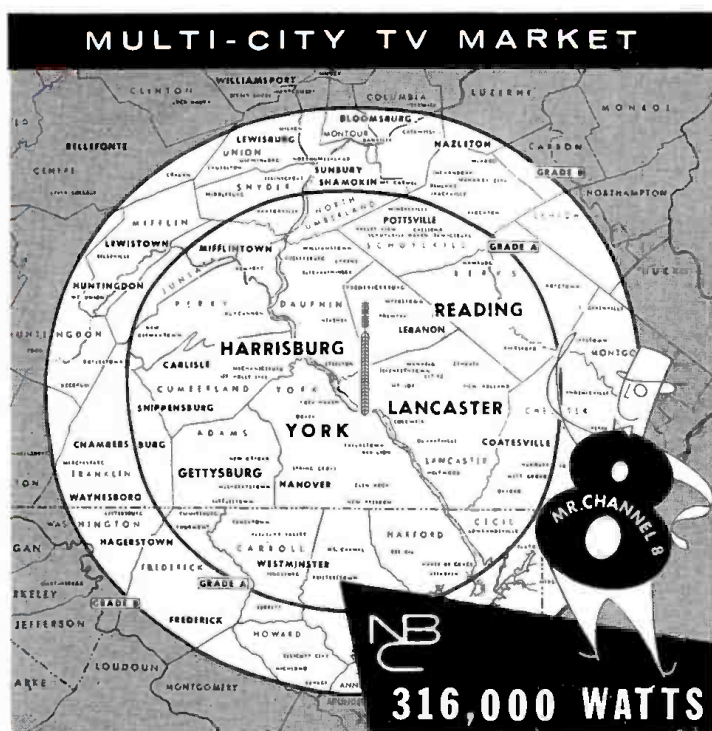
C. JAN WESTMORELAND
Advertising Manager
The Borden Company
South Atlantic District

If you like consumers with healthy appetites, like Borden does, you will like the way WSOC-TV sells America's 23rd largest tv market for you. Good market. Charlotte's retail sales per family highest of any metro area in the Southeast. 75-mile radius population also biggest in the S.E. Call us direct or let an H-R man tell you how you can get a mighty big dollar's worth on this great area station.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton, WIOD, Miami



In this multi-city market, an advertising schedule without WGAL-TV is like a **TRACTOR-TRAILER WITHOUT A TRACTOR.** Put the full sales power of Channel 8 back of your product. WGAL-TV is the only single medium that reaches the entire market and delivers viewers in far greater numbers than all other stations combined.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Rosy promise

Inner circles of U.S. television engineers are excited about possibilities of real color breakthrough in new camera developed by big Dutch electronics firm, Philips of Eindhoven. Philips has developed color TV camera tube that is smaller than smallest black-and-white tubes now in use and 10 times more sensitive than best U.S. color tubes. If camera proves practical, it could cut color production costs to parity with black-and-white. Extra lighting and air conditioning now needed for color would be eliminated. Word is that Philips has built some prototypes that work, some that don't. It's problem of getting out the bugs and getting into production.

Share the wealth

Hoyt B. Wooten, pioneer broadcaster who sold WREC-AM-TV Memphis, which he had founded, to Cowles Magazines & Broadcasting for \$8 million cash last April (BROADCASTING, April 29), without fanfare has distributed \$1 million in gifts and bonuses to employees and associates including members of his family identified with the stations.

Mr. Wooten, now on tour of Orient, agreed to continue as chairman of the board of Cowles Broadcasting Service Inc., Memphis subsidiary set up by Cowles. He was elected to board of parent Cowles corporation and his sons-in-law, Charles Brakefield and Jack Michael, were named vice president and general manager and vice president and program director, respectively, of stations.

Fancy package

Seven Arts Associated is reported to be near closing of \$20 million deal with Universal Pictures Corp. for seven-year TV rights to 215 post-1948 Universal features. Seven Arts, it's understood, will pay \$20 million over seven years, plus percentage over specified gross.

Interesting sidelight: MCA Inc., distributor of syndicated series and Paramount pre-1948 features, owns controlling interest in Decca Records, which, in turn, controls Universal. MCA, under terms of consent decree with Justice Department at time it acquired Decca last October, was enjoined from distributing Universal features in U.S. and Canada.

Go-slow policy

Special task force appointed by Federal Communications Bar Association to study reforms of Communications Act and FCC organization has decided not to rush into its job. At

CLOSED CIRCUIT®

meeting last Friday committee decided it might take two years to prepare report. When committee was established, bar association gave it deadline of next December (BROADCASTING, May 13). Frank U. Fletcher is committee chairman.

Behind NAB scenes

There was more than met eye in NAB joint board's action at meetings last week on two proposals in which President LeRoy Collins had avid interest. Board rejected proposal for new program unit within NAB by tabling action until next January board meeting and deferring appropriation of \$50,000 to implement project. Second action was appointment by newly elected chairman of joint board, William B. Quarton, WMT-AM-TV Cedar Rapids, of new executive committee of five comprising himself and chairmen and vice chairmen of radio and television boards. Governor Collins felt he also should be member. It was pointed out that as president, he served ex-officio on all committees, but without vote, and that committee of six could result in tie votes.

A simmering report

Emergence of civil rights as No. 1 national issue is reviving interest in FCC staff report gathering dust for months. Report covers investigation of complaints against eight Mississippi radio and TV stations in connection with riots attending admission of Negro James Meredith to University of Mississippi, at Oxford, last Sept. 30 (CLOSED CIRCUIT, Oct. 22, 1962, et seq.). Since charges involved incitement to riot and failure to observe FCC's fairness doctrine, commission could use report as vehicle for establishing guidelines to be followed in future situations where riots are threatened. Delay is attributed, in part, to personnel changes. But potentially explosive political overtones could also be factor.

Family affair

Report (CLOSED CIRCUIT, June 24) that interests of Kerr family in Kerr-McGee stations were for sale was branded erroneous by C. B. Akers, coordinator of three broadcast properties. Moreover, Mr. Akers asserted, there are "no management problems" at stations involved: WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, and 10% of KOCO-TV Enid, Okla. Kerr-McGee also owns 45% of KVOO-TV Tulsa. Report had originated with member of Kerr family.

Commercial misplacement

Though furor over triple-spotting and product protection has subsided, at least one major advertiser thinks whole area of station commercial practices could be cleaned up. In thousand-plus station weeks of TV monitoring in 75 markets last year, Broadcast Advertisers Reports noted 4,000 instances where this advertiser's commercials did not appear precisely according to agency specifications. With monitoring expanding to 6,000 station weeks this year, number of so-called irregularities involving this advertiser alone may reach 20,000.

Colombia experiment

Peace Corps soon will announce it's obtained services of Dr. John R. Winnie, 50, teacher, film producer and educational television consultant, to head Colombia ETV project—corps' first ETV effort (BROADCASTING, Aug. 13, 1962). Dr. Winnie joined 20 in-studio professional and technical trainees in New Mexico last week; 50 utilizers (teachers) begin Sept. 1.

Meanwhile, architect of corps' role in ETV reportedly has worked his way out of work. Tedson J. Meyers, former ABC lawyer, has been designing project and consulting corps since he left FCC as administrative assistant to Newton N. Minow year ago. Corps now is expected to watch Colombia developments before backing other ventures, although agency has big ambitions for TV in underdeveloped countries.

New blackout bill

Bill to prevent professional football leagues (NFL is target) from blacking out telecasts of games beyond usually recognized 75-mile limit as disservice to public, will be introduced in House shortly by Representative Frank A. Stubblefield (D-Ky.). It's understood measure, which would make 75-mile statutory rule now applicable to collegiate games mandatory for professionals, resulted from refusal by NFL Commissioner Pete Rozelle to rule on case involving Kentucky station more than 125 miles from city in which professional games are played. In 1961 Congress enacted limited statutory exemption from anti-trust laws which specified 75-mile limit for collegiate games and implied, but did not write into law, same restriction for professional teams.



Acquisitives* . . . live better in Cleveland

Cleveland homes top the next highest market by \$2,500 in valuation.

WJW-TV is aimed at home owners—the acquisitive with money to spend.

*Ac-quis'-i-tive—given to desire, to buy and own.

LOS ANGELES KGBS	PHILADELPHIA WIGB	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

ACQUISITIVES WATCH

WJW-TV

WEEK IN BRIEF

Move to outlaw discrimination underway in broadcasting's advertising and programming fields. FCC studying means to enforce nonsegregation; NAACP threatens boycott of film and TV centers in Hollywood. See . . .

NEGRO PUSH ON RADIO-TV . . . 27

NAB boards shoot down changes in radio code; accept only partial revision in TV code. Full complement chooses Quarton as chairman, agrees on need for public relations campaign to combat government incursions. See . . .

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Big one coming up in Washington is how broadcasters have used privilege of editorializing. House committee starts probe July 15. Subject was number one at Section 315 hearing last week. See . . .

ATTACK ON EDITORIALIZING . . . 48

There's intriguing, wholly unexpected result possible in deletion of option time: Stations may use more, not less, programs from networks since there's no bar anymore to amount they can accept. See . . .

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Broadcasters and agencies hear questions about certification of commercial performances at New York meeting. Affidavit procedures apparently not sufficient; need is for uniformity. See . . .

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Western advertisers rally round AFA plan to set up office in Washington to combat antiadvertising climate. Convention also hears call to clean up faults, not just blind opposition to criticisms. See . . .

AAW JOINING AFA IN LOBBYING . . . 34

RKO General finds 16 agencies using automation, with growing interest in electronic computers. Survey is to help sales division understand purposes and intricacies of machine buying. See . . .

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Broadcasters seek to persuade Senate to repeal Section 315, but agree they'll settle for temporary suspension if that's all they can get. Issues turn on third party rights, primaries, protection. See . . .

SUSPENSION AT LEAST . . . 49

Cleairs get help from Harris; House Commerce Committee chairman asks FCC to hold up duplication until answers to questions are given. Thrust is on higher powers in light of prospective breakdown of channels. See . . .

LETTER TO HENRY ON CLEARS . . . 56

Commission's move of channel 2 from Springfield to St. Louis unheld by court. But it's told to accept new applications for Terre Haute. Dissenting judge says problems are FCC's own fault. See . . .

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BROADCASTING

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How long has it been since you saw people line up and wait hours to pay \$2.00 to see a radio broadcast?

At **WSM**
We see it

52

times a year



Every Saturday night they come to the ancient Ryman Auditorium in Nashville . . . 3,207 of them.

They come from all over America and from Canada. One couple drives down from Louisville every Saturday, back every Sunday.

This has been going on every Saturday night for 37 years. You'd think anything would wear out in 37

years, wouldn't you? Not this show. It gets bigger every year. No telling how many millions have heard it.

Get the full story on what may be the only radio station in America that can charge \$2.00 for admission to a radio broadcast . . . a station that delivers more listeners than all other Nashville stations combined. Any Christal Man or WSM's Len Hensel.

the WSMpire



WSM *CLEAR*
CHANNEL 650
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY

THURMOND HITS 'NAACP LINE' NEWS**Stanton gets hot seat treatment on 'slanted news' charge**

Southern congressional opposition to Section 315 modification sought by broadcasters was revealed at Senate hearing Friday (June 28) to be distrust of New York-based networks "who are following the NAACP line."

"Slanted news" was hot charge fired by Senator Strom Thurmond (D-S. C.) at Dr. Frank Stanton, CBS president, who urged repeal of Section 315.

Senator Thurmond, member of Senate Communications Subcommittee, said Americans have right to know if news is slanted by networks. "You can defeat and elect candidates; you can mold public opinion," he told Dr. Stanton.

CBS and other networks slant news to favor Negroes, otherwise they'd have given some major play to slaying of white man in Lexington, N. C., as given to assassination of Medger Evers, Negro NAACP agent in Mississippi, senator said. Dr. Stanton replied CBS strives for highest level of objectivity by hiring finest professional newsmen, giving them set of policies and obligation to be fair, honest and accurate.

Heated exchange continued for more than half-hour when Senator John O. Pastore (D-R. I.), chairman, said witness should have chance to answer string of Senator Thurmond's questions. This ignited flare-up between senators, calls for "decorum" by both while witness sat waiting for chance to answer.

Stanton Gets Chance ■ Given chance, Dr. Stanton asked Senator Thurmond if he might want to withdraw request he'd made for explanation how CBS had covered three separate incidents where Negroes attacked whites. Although he'd promised subsequent reply, Dr. Stanton said if network "is to be

challenged at every turn of way, or at every significant change, I wonder if this doesn't raise the question of the freedom of news coverage."

Senator Pastore said senators could properly ask questions of licensees, but shouldn't tell them what to do. Such questions, Dr. Stanton said, "come perilously close."

Answering another question from Senator Thurmond, Dr. Stanton said third party presidential candidate would be covered if "newsworthy."

Back on Section 315, Dr. Stanton showed first change in his consistent battle for abolition of section. Equal time provision might be OK for time paid for by candidate or his supporters, he said, but otherwise removed.

Other witnesses followed line they'd given to House this spring. Vincent T. Wasilewski, executive vice president of NAB said association wanted complete repeal of section.

John M. Bailey, chairman of Democratic National Committee, agreed with his Republican counterpart (see page 49) that section should be suspended only for presidential and vice presidential races next year.

Peter Straus, president of WMCA New York, sent statement Friday supporting repeal but opposing repeal or suspension if limited to "the higher elective offices."

Limiting to top offices, he said, would make it impossible for stations to present local candidates and thus prevent their doing local-level job comparable to that done nationally by networks. Any responsible broadcaster, he said, can be trusted "to distinguish between the serious candidate and the publicity-seeking jackass."

Henry on discrimination

FCC Chairman E. William Henry said Friday (June 28) he thinks commission should make clear it feels discrimination in broadcasting, both in employment practices and programing, "is not in the public interest" (see story, page 27).

Chairman Henry said he has always felt issue of whether broadcaster discriminates in hiring comes within broad scope of operating in "public interest."

Only question remaining, he said, is whether, in view of acuteness of

racial issue, commission should clarify its position. "I think it should," he said.

He will ask commission whether policy statement should be issued and, if so, what form it should take. He also said policy could encompass programing practices. He would frame that aspect of question in terms of commission's 1960 programing policy statement, which requires broadcaster to search out needs and interests of community and to serve them.

Next, the commercials

Now that tobacco companies are withdrawing campus newspaper advertising they also should reduce TV commercials with "appeals to youth," said Senator Frank E. Moss (D-Utah) in letters to six firms Friday (June 28). Senator Moss called for cessation of ads which couple "manliness, popularity and maturity to the use of tobacco."

Coty pleads guilty, gets \$20,000 fine

Coty Inc., New York, has been fined \$20,000 as result of radio-TV and other advertisements for its L'Aimant perfume in violation of 1939 consent decree, Federal Trade Commission announced Friday (June 28).

Order prohibited Coty from using French names for domestically-produced perfumes without clearly disclosing fact they were made in U. S. FTC said Coty pleaded guilty to 37-count civil penalty action filed by Justice Department.

Coty's L'Aimant ads were placed on radio and TV stations in major cities and in two nationally circulated magazines. Judgment was issued by U. S. District Court in Delaware.

Harris's hint expected to be voted down

FCC is scheduled to meet today (July 1) and—it's expected—vote to reject suggestion commission voluntarily extend moratorium on plan to duplicate 13 of nation's 25 clear channels.

Suggestion was received Thursday from Representative Oren Harris (D-Ark.), chairman of House Commerce Committee (see story, page 56).

Commission was reported determined to get reply back to congressman before July 2 expiration date of one-year moratorium imposed on duplication plan at request of House.

FCC officials indicated little chance commission would agree to study matter further, as suggested by Mr. Harris.

Prudential back on 'Century'

Prudential Insurance Co. of America announced Friday (June 28) it will sponsor for seventh straight year CBS-TV's *The Twentieth Century* (Sunday, 6-6:30 p.m.), starting next fall. Agency is Reach, McClinton & Co., New York and Newark.

WEEK'S HEADLINERS

William B. Quarton, president of WMT-TV Cedar Rapids, Iowa, elected to one-year term as chairman of joint board of directors of National Association of Broadcasters, succeeding **Clair R. McCollough**, president and general manager of Steinman Stations, Lancaster, Pa., who had served for two terms and was ineligible for re-election. **James D. Russell**, president of TV Colorado Inc. and general manager of KKTU (TV) Colorado Springs, elected chairman of NAB TV board of directors, succeeding Mr. Quarton. **Glenn Marshall Jr.**, president and general manager of WJXT(TV) Jacksonville, Fla., elected vice chairman of TV board, succeeding Mr. Russell (see story page 44).

David Schoenbrun resigned as chief European correspondent for CBS News last Tuesday (June 25). CBS said it will not fill vacancy. Mr. Schoenbrun stated Friday that after finishing book



Mr. Schoenbrun



Mr. Small

he is now writing on life of French President Charles de Gaulle, he would sign contract with another network as worldwide correspondent and would also write articles for newspapers and magazines. **Bill Small**, director of news for CBS News' Washington bureau, named bureau manager and news director. As bureau manager, Mr. Small succeeds **Bob Allison**, who has been named producer-director for Europe for CBS News. Mr. Small was news director of WHAS-AM-TV Louisville, Ky., before joining CBS last July.

Chester R. Simmons appointed VP and general manager, and **Roone Arledge**, VP and executive producer of Sports Programs Inc., wholly owned subsidiary of American Broadcasting-Paramount Theatres, which handles sports for ABC-TV network. Mr. Simmons, formerly VP of Sports Programs, has overall supervision of all ABC-TV sports and sports production personnel. Mr. Arledge is in charge of all production elements on sports programs produced for TV network. Mr. Simmons

has been with Sports Programs since February 1957, joining firm five months after it was formed by Edgar J. Scherick, now ABC VP in charge of TV programming. Prior to that Mr. Simmons was with Dancer-Fitzgerald-Sample. Mr. Arledge joined Sports Programs in April 1960 as producer of NCAA football telecasts. Previously he was with NBC-TV from 1954 in capacities of stage manager, unit manager, director and producer.



Mr. Arledge



Mr. Simmons

Lawrence Barnett, former VP of MCA Inc., with which he had been associated for 27 years, named board chairman and chief executive officer of General Artists Corp. and director of Baldwin-Montrose Chemical Co., parent company of GAC. **Herbert J. Siegel**, board chairman of Baldwin-Montrose, continues as president of GAC, talent agency active in TV, motion pictures, and literary field.



Mr. Shapp

Milton J. Shapp, board chairman, assumes active management of The Jerrold Corp. Philadelphia, as president and chief executive officer. Mr. Shapp, who founded original Jerrold Electronics Corp. in 1948 and who was firm's president until 1961, succeeds **Sidney Harman**, who disposed of all interests in company and resigned. New directors elected, in addition to Mr. Shapp, are **Muriel Shapp**; **Alex Satinsky**, corporation's secretary; **Frank A. Weil**; **Edward H. Weitzen**; and **Simon Pomerantz**, treasurer and assistant secretary. Mr. Shapp, among numerous other affiliations, is currently consultant to U. S. Department of Commerce, vice chairman of National Public Advisory Committee on Area Redevelopment, and special consultant to Peace Corps.



Mr. Wisser

Lawrence Wisser, senior VP and creative director at Weiss & Geller, New York, elected president. Mr. Wisser succeeds **Dr. Max A. Geller**, founder of agency, who assumes new post of board chairman. **Max Tendrich**, executive VP and media director, named chairman of agency's executive committee, position formerly held by Dr. Geller. Mr. Wisser joined Weiss & Geller in 1957. He is responsible for words and music in jingles used for Yoo Hoo chocolate drink, Procter-Silex appliances and Krylon spray paints.

Robert M. Weitman, VP in charge of all production at Metro-Goldwyn-Mayer Inc., elected to firm's board of directors, replacing **Joseph R. Vogel**, who has severed all affiliation with company. Mr. Weitman, former VP in charge of outside productions for CBS-TV, joined MGM in 1960 as VP in charge of TV production. Prior to joining CBS-TV he was VP for programming and talent at ABC-TV. Mr. Vogel served as president, then chairman of MGM (AT DEADLINE, Jan. 14). Later in year he failed re-election as board chairman.



Mr. Weitman



Mr. Dearth



Mr. Dietz

Stephen S. Dietz and **Robert A. Dearth**, senior VP's of Kenyon & Eckhardt, New York, elected executive VP's. Mr. Dietz joined K&E in 1955 as VP and account supervisor. He is a member of executive committee. Mr. Dearth came to agency in 1961 as senior VP and Detroit office manager.

For other personnel changes of the week see FATES & FORTUNES

GREAT FOURSOME!

DOUG FORD
JIMMY DEMARET
TONY LEMA
COLUMBIA FEATURES



The COLUMBIA features can be seen
currently in more than 130 markets.

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SCREEN  GEMS, INC

Dear Charlie, Dick, Lynn,
Everett, Carter, George,
John, Frank, Roy, Walter,
Gordon, Vergie, Bob, Tom,
Rik, Ves, Chuck, Syd, Sil,
Dan, Plum, Henderson, Ed,
Hank, Ted, Harley, August,
23 Radio & 21 TV Stations

**B. G., Bill, Zach, Clyde, Don,
Sam, Claud, Ken, Carl, Hal,
Art, Paul, Wayne, T.B., Jim,
Fred, Dusty, Kevin, Hebe,
Gene, Henry, Mort, Jack,
Vann, Hilliard, Houston,
Les, Stu, & everyone at the
we represent: **thanks!****

**TODAY, JULY 1, WE START OUR THIRD YEAR IN
BUSINESS. WE'VE NEVER WORKED HARDER OR
HAD A BETTER TIME DOING IT!**

**TO THESE BROADCASTERS WHO GAVE US THE CHANCE
TO BUILD OUR REP FIRM—AND WHO HELP US
MAKE IT GROW—OUR SINCERE APPRECIATION.**



ADVERTISING TIME SALES, INC., 247 PARK AVE., NEW YORK 17, N. Y.

Tom Campbell, PRESIDENT / Bill Davidson, VICE PRESIDENT / Jack Thompson, VICE PRESIDENT / George Harding, VICE PRESIDENT

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C.P.M.

We sell homes reached per dollar
...not just ratings.
Research is our key to
more business for
the stations we rep.

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

There's Nothing Puzzling About WMAL-TV's Straw Hat Plan

It's as simple as compound interest!

From June 2 to
August 31 you get a

25% BONUS IN FREE SPOTS

on all spot purchases over
\$300 per week



All this plus WMAL-TV's big viewing audience all summer long—additional exposure without additional cost. Programs figured on the same basis. Frequency discount rates not affected. Check Harrington, Righter & Parsons, Inc. for full details.

wmal-tv abc

Evening Star Broadcasting Company
Washington, D. C.

Represented by:
HARRINGTON, RIGHTER &
PARSONS, INC.

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing

JULY

June 30-July 12—Fifth annual Advertising Federation of America marketing management and advertising seminar, Harvard Business School, Cambridge, Mass.

June 30-July 4—Annual convention of Kiwanis International, Convention Hall, Atlantic City, N. J. Ward Quaal, executive vice president of WGN Inc., Chicago, will speak July 2 on "Responsibility for Developing, Strengthening, and Preserving Free Enterprise." Other speakers include Merle H. Tucker, president of Kiwanis International and president and general manager of KGAK Gallup, N. M.; Secretary of State Dean Rusk; and Washington correspondent Max Freedman.

July 8-19—ETV Workshop, sponsored jointly by telecommunications division of San Bernardino Valley College and the University of Redlands. For further information, write: Dr. Robert West, director of summer sessions, University of Redlands, Redlands, Calif.

July 9—Annual stockholders meeting, Taft Broadcasting Co., 1906 Highland Ave., Cincinnati, Ohio.

July 10—Annual meeting of Broadcast Pioneers, Park Lane hotel, New York City.

July 10-14—Convention of American Federation of Television and Radio Artists, Ambassador hotel, Los Angeles. Keynote speakers will be California Governor Edmund Brown and Mayor Samuel Yorty.

July 10-20—Fourteenth International Festival of Documentary Film, Venice, Italy.

July 11-13—Annual convention of Idaho Broadcasters Association, Moscow, Idaho.

July 14-18—Summer convention of South Carolina Broadcasters Association, Ocean Forest hotel, Myrtle Beach. A. P. Skinner, general manager of WOLS Florence, is convention's general chairman.

July 14-28—Fourth annual NAB Executive Development Seminar, Harvard Business School, Cambridge, Mass. The general outline of subject matter includes: (1) development of the executive; (2) formulation and execution of competitive strategy; (3) organization and delegation of work; (4) planning, budgeting and controlling costs; (5) management of people; (6) review and appraisal of management performance.

*July 16—Fifth annual International Radio & Television Society fun day at Wykagyl Country Club in New Rochelle, N. Y.

*July 18—National Association For Better Radio and Television (NAFBRT) annual awards banquet, Wilshire County Club, Los Angeles.

July 17—Comments are due on FCC rule-making to control development of AM and FM radio services.

July 18—Effective date for FCC's new automatic logging rules, requiring daily, five times a week inspection of transmitter facilities.

July 20—Florida AP Broadcasters annual meeting, Cape Colony Inn, Cocoa Beach, Fla. News panels in the morning, a luncheon, afternoon tour of Cape Canaveral and an awards dinner at night.

*July 20-23—Twenty-third annual National Audio-Visual Convention, Sherman House, Chicago. Keynote speaker will be George Murphy, vice president of Technicolor Inc. and former actor, producer and motion picture industry spokesman.

*July 22—Deadline for comments by interested parties in the FCC investigation of changed rates for private telegraph and telephone lines.

July 25-27—National Broadcast Editorial Conference (NBEC), co-sponsored by Henry Grady School of Journalism and the

Georgia Association of Broadcasters, at the University of Georgia, Athens. Keynote speaker is Representative Oren Harris (D-Ark.). Participants include FCC Commissioner Kenneth A. Cox; communications attorney Theodore Pierson of Washington, D. C.; Dr. Mary Ann Cusack, National Association of Broadcasters; Ralph Renick, vice president of WTVJ(TV) Miami; George Campbell Jr., executive vice president of Peoples Broadcasting Corp., Columbus, Ohio; and Howard K. Smith of ABC-TV. July 28-Aug. 1—Radio Broadcast Seminar of Barrington Summer Conference, Barrington College, Barrington, R. I. Lecturers include: Dr. Eugene R. Bertermann, president, National Religious Broadcasters; Ralph Brent, president, Worldwide Broadcasting; Dr. Clarence Jones, chairman of board, World Radio Missionary Fellowship (HCJB).

AUGUST

Aug. 4-6—Atlantic Association of Broadcasters convention, Newfoundlander hotel, St. John's, Newfoundland.

Aug. 11-15—Second annual NCTA Management Institute, sponsored by National Community Television Association in cooperation with the extension division of University of Wisconsin, Madison.

Aug. 19—Eighth annual Distributor-Manufacturer-Representative conference, Jack Tar hotel, San Francisco. Chairman of the conference planners is Elvin W. Feige, president of Elmar Electronics of Oakland.

Aug. 20-23—Western Electric Show and Convention (WESCON), San Francisco's Cow Palace. Papers include: "Telstar" by Irwin Welber of Bell Telephone Laboratories; "Relay" by Warren Schreiner of RCA; "Syncom" by Dr. Harold A. Rosen of Hughes Aircraft Co.; "Comsat" by Wilbur L. Pritchard of Aerospace Corp.; "Commercial Communications Satellites" by Beardsley Graham of Spindletop Research.

Aug. 23-24—Oklahoma Broadcasters Association convention, Western Hills State Lodge, Wagoner. Speakers include Oklahoma Governor Henry Bellmon, Ed Bunker, president of Radio Advertising Bureau, and Robert Richardson, special counsel to the House Subcommittee on Investigations.

Aug. 27—Board of Broadcast Governors hearing, Ottawa.

SEPTEMBER

Sept. 5-8—Annual fall meeting of West Virginia Broadcasters Association, The Greenbrier, White Sulphur Springs.

Sept. 6-7—Fall meeting of Arkansas Broadcasters Association, Holiday Inn, North Little Rock. LeRoy Collins, NAB president, will be principal speaker.

Sept. 6-7—Arkansas AP Broadcasters Association. Speaker: AP Assistant General Manager Louis J. Kramp.

Sept. 8-11—Western Association of Broadcasters annual meeting, Jasper Park Lodge, Jasper, Alberta, Canada.

Sept. 9-12—New York Premium Show, New York Coliseum.

Sept. 10—Premium advertising conference of the Premium Advertising Association of America, New York Coliseum.

Sept. 10-12—Fall meeting of Electronic Industries Association, Biltmore hotel, New York City.

Sept. 11-14—Eighteenth international conference and workshop of Radio-Television News Directors Association, Radisson hotel, Minneapolis, Minn.

Sept. 12-15—Annual fall convention, Michigan Association of Broadcasters, Hidden Valley, Gaylord, Mich.

Sept. 13-22—International Radio, Television & Electronics Exhibition (FIRATO) at the R.A.I. Building in Amsterdam. Live TV programs will be broadcast from a special studio to be set up at the show. This will be carried out by the Netherlands Television Foundation in cooperation with Dutch television channels.

ARE YOU "IN" AT THE CHECK-OUT?



The battle lines of competing brands are arrayed before her as she starts down the aisles.

You have a lot working for you when your television commercial has helped to make her want your product.

This is not easy. In today's markets, it demands a simple but powerful selling idea—fresh in approach, compelling in persuasion.

Building want-power into the commercial is an exciting business to us—and a profitable one for our clients.

N. W. AYER & SON, INC. *The commercial is the payoff*

THE ELEVENTH HOUR



Starke Realism

Even describing Ralph Bellamy as "an actor who needs no introduction," would be terribly superfluous.

So when Mr. Bellamy—as Dr. L. Richard Starke—becomes the new, senior psychiatrist on "The Eleventh Hour" this Fall, the series will get right down to its cases.

They'll be cases in which Bellamy and Jack Ging (again playing the young associate) will continue the program's emphasis on the social, rather

than medical side, of emotional ailments.

And we expect them to be fully as absorbing as the dramas which have made the series' first season such a favorite of viewers and reviewers.

Typical of this year's stories was "Of Roses and Nightingales and Other Things," a tenderly-wrought play about a high-school girl's pregnancy. The drama not only attracted a tremendous audience, but gained the praise of social workers, ministers, doctors and parents.

Among the troubled subjects to be spotlighted on "The Eleventh Hour's" approaching season:



an overprotected youth seeking to prove his "manhood" as a dangerous hot-rod; a teacher whose moonlighting as a diner counterman leads to a breakdown; and a well-meaning couple who find the care of aged parents too complex a burden.

As before, a carefully-chosen guest star will appear on each week's drama. Already signed are such able performers as Bert Lahr, Lois Nettleton, Paul Burke and Beverly Garland. Most famous of the regular cast will be, of course, the aforementioned Mr. Bellamy, some of whose most memorable roles have been those that taught him volumes

about the behavior of humans under stress.

In "Tomorrow the World" he had to cope with the sneering arrogance of a Nazi-indoctrinated child. As the polio-stricken FDR in "Sunrise at Campobello," he discovered the limitless value of human courage. And as the inflexible plainclothesman of Broadway's "Detective Story," he learned that sadism carries the seeds of self-destruction. True, none of these instructive experiences gained Mr. Bellamy a degree in psychiatry; on the other hand, how many doctors can boast such clippings?



Look to NBC for the best combination of news, information and entertainment.

the complete information service



BROADCASTING

the businessweekly of tv and radio, keeps you abreast, and ahead, of developments that directly affect you, your business



TELEVISION

for timely, penetrating analysis of trends and events; distinguished by thoughtful writing, fine illustrations, handsome format . . . published first of every month



BROADCASTING YEARBOOK

the one-book library of television and radio information contains fifty directories indexing the business world of tv, radio, associated arts and services



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BROADCASTING PUBLICATIONS INC.

EXECUTIVE OFFICES: 1735 DeSALES ST., WASHINGTON 6, D. C. ME 8-1022

OPEN MIKE •

A 'think piece'

EDITOR: May we have permission to reprint the MONDAY MEMO of June 10? ("It's an age of 'accountability' in today's business" by Ernest Jones, president, MacManus, John & Adams, Detroit.) It has been a long time since I have read anything that make so much sense, both from a business and ethical point of view. No wonder the agency of which Mr. Jones is president has risen to such high stature. No wonder the client list of MacManus, John & Adams contains such reputable corporate names. Congratulations to Mr. Jones, and to BROADCASTING for publishing this think piece for the advertising industry.—*Fred A. Niles, Fred A. Niles Communications Centers Inc., Chicago.*

[Reprint permission granted with credit to BROADCASTING.]

A disturbing notice

EDITOR: The notice that the FCC intends to "look into" broadcast editorializing is quite disturbing (CLOSED CIRCUIT, June 10). It's beginning to happen, isn't it? We expected, even predicted a year ago, that the next attack on American freedoms would be in the area of "Free Speech"—an attempt to in some way abort or modify that portion of the Constitution which guarantees the right of an individual to say what he thinks. The limitation of the ultra-American right is the next natural step in the complete takeover and nullification of our "inalienable rights." We have not accepted rule by judicial decree or executive order willingly, so the more drastic measure of limiting criticism was imminent. If it is the right of other news media to editorialize in an unfettered atmosphere, then it is elementary that broadcast editorializing should be permitted to operate with the same freedom. The public will let us know when we've offended them. We don't need Congress or the FCC to remind us of that economic fact, either in the area of editorializing or programming.—*Daniel B. Highbaugh, president, WAZF Yazoo City, Miss.*

Sound the alarm

EDITOR: It is with great alarm that I view the current paths that are being taken by the FCC. It is now apparent that action must be taken by a multitude of individuals in our business to make our feelings known and to do all we can to stem these cancerous movements into the areas of commercial operation and local programing which should not have the remotest relation to the activities of the commission. I

United Press International news produces!



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DAVID L. WOLPER

has created

A SERIES OF SPECIAL EVENTS • • •

• • • UNIQUE PRESENTATIONS

for

LOCAL and REGIONAL TELECAST

released by



W
ITH A SENSE OF PRIVILEGE AND OF SERVICE TO THE
INDUSTRY, WE BRING YOU PROGRAMMING OF A SCOPE AND DISTINCTION
HERETOFORE UNAVAILABLE TO THE LOCAL STATION AND ADVERTISER

SIX MAJOR
ONE-HOUR
SPECIALS

from

the studios of W
OLPER PRODUCTIONS, INC. David L. Wolper, Executive Producer
Marshall Flaum, Producer-Director

"THE AMERICAN WOMAN IN THE 20th CENTURY"

Mom, Sis and the Better Half take hold of the golf-club, monkeywrench and voting-machine lever . . . and emerge as skilled, creative partners in modern life. SUFFRAGETTES • FOLLIES GIRLS • ROSIE THE RIVETER • FLAPPERS • MISS AMERICA • AMELIA FARHART • WACS & WAVES •



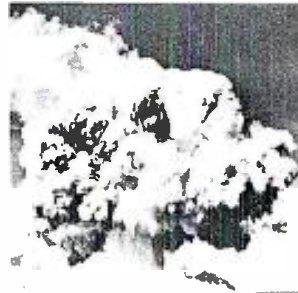
"BERLIN: KAISER TO KHRUSHCHEV"

. . . life on the most constantly "nervous" newsfront . . . the city of Death's Head Battalions, million-mark carfare and defeat without remorse. THE KAISER • "STREET OF DOLLS" • REICHSTAG FIRE • NAZI PURGES • 1936 OLYMPICS • AIRLIFT • THE WALL •



"TEN SECONDS THAT SHOOK THE WORLD"

. . . our Most Top Secret is out . . . out via the bomb-bay of a B29. Hiroshima withers and the shock-wave whips around the world carrying new Fear, Bewilderment, Hope. "Ten Seconds" reports Man's encounter with "the ultimate": a Universe that *he* can break apart. ATOMIC FISSION • ALBERT EINSTEIN • SPIES • ENRICO FERMI • "ENOLA GAY" • HIROSHIMA •



"THE RISE AND FALL OF AMERICAN COMMUNISM"

. . . Leftists from all walks of life trigger some of the most violent political, physical and psychological conflict in our history. DEMONSTRATIONS • RED LEADERS • "PALMER RAIDS" • SPY TRIALS • "PEACE VIGILS" • J. EDGAR HOOVER • MCCARTHYISM •



"DECEMBER 7 - THE DAY OF INFAMY"

. . . Japanese film *never before seen here* presents a "retrospect" of conspirators forcing their country into war . . . While emissaries talk "peace", the Imperial Fleet rains destruction on Pearl Harbor. THE PANAY "INCIDENT" • 3-POWER AXIS • THE ATTACK • JAP FLIGHT DECKS • U.S.S. ARIZONA •



"THE YANKS ARE COMING"

Doughboys Save the World for Democracy, see Paree, meet Mademoiselle from Armentieres—and leave 116,000 Buddies in Flanders and other fields. BATTLES • NO-MAN'S LAND • U-BOATS • PERSHING • LUSITANIA • "40-AND-8" • BIG BERTHA •



RICHARD BASEHART
Host-Narrator



THESE ONE-HOUR SPECIALS DOCUMENT THE
STORY OF OUR CENTURY IN ACTION IN MANY
FIELDS OF CONFLICT AND ACHIEVEMENT.
HERE ARE THE TRIUMPHS AND TRAGEDIES
THAT SHAPED THE MODERN WORLD: ON-
THE-SCENE DRAMAS OF HISTORIC MOMENTS
AND THE PEOPLE WHO "STARRED" IN THEM.

Among those who share our pride in bringing
these important programs to the TV audience are:

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in 26 cities including New York, Los Angeles,
Chicago, Detroit, Philadelphia, San Francisco,
Atlanta, St. Louis, Milwaukee, Baltimore, Roch-
ester, N.Y., Houston, Washington, D.C., Tampa,
Buffalo, Springfield, Mo. and other cities.

EAST OHIO GAS COMPANY
in Cleveland-Akron and Youngstown

UNION AND NEW HAVEN TRUST COMPANY
in New Haven

FIRST NATIONAL BANK OF BOSTON in Boston

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*Reg. U. S. Patent Office

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BROADCASTING, July 1, 1963

refer specifically to the proposal on commercial time limitations. While I have never had the problem of "over-commercialism" it is appalling to note the commission's attitude to the industry as a whole, on the basis of a few highly publicized instances of justifiable intervention. In 15 years of broadcasting, I have never seen a station survive which operated on a questionable basis. There is a direct, favorable relationship between the local public service rendered by a station and the number of sponsors it is able to acquire. The better the all-round service a station performs for its community, the better will be its chances for economic survival. If a station can program 25 commercials an hour and maintain its public service to the community, it should certainly be allowed to do so. At a time when 38% of all broadcast stations are losing money (1962 figures of the National Association of Broadcasters) we need advice on how to get more commercials, not how to limit them.—L. L. Stewart, vice president and general manager, KOPY Alice, Tex.

Comprehensive report

EDITOR: Your mammoth report on the economic development of the Mid-South (BROADCASTING, June 17) is one of the most comprehensive I have seen in many a day. I know I speak for the governor and all the members of our department when I express our gratitude for such a fine coverage of our state and region.—Don C. Whittinghill, Louisiana State Department of Commerce and Industry, Baton Rouge.

[Reprints of the Mid-South market study are available at 35 cents each; 30 cents each in quantities of 100 to 500, and 25 cents each over 500.]

Still available

EDITOR: Please accept our order for two additional copies of the BROADCASTING YEARBOOK. We have found the YEARBOOK of great value, not only as a quick reference of radio and television stations, but for additional information on broadcasting—Jerry W. Gordon, Mid-South Advertising, Jackson, Miss.

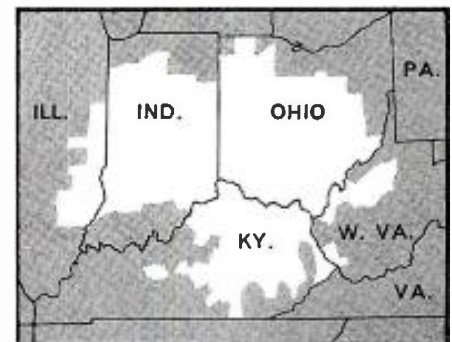
[A few copies of the 1963 BROADCASTING YEARBOOK are available at \$5 each.]

Longevity

EDITOR: Just last week a sales manager from a radio station came in to see me and left the attached [feature article on station merchandising in June 15, 1937 BROADCASTING]. They always claim the National Geographic has a long life but this may be a record for a trade magazine—Jan Gilbert Stearns, broadcast supervisor, McCann-Erickson, New York.

Nothing like it in broadcasting
 ANYWHERE, ANYTIME, ANYHOW!

WLW COLOR TELEVISION



We're the national color TV leader. That's why 10% of the nation's color TV sets are in the WLW Television area, making it second in U.S. in total number of sets!

The WLW TV Stations are the only Stations in their areas originating live local color shows regularly. More than half of all broadcast program hours are in color.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards!

Call your WLW TV man!

CROSLY COLOR TV NETWORK

WLW-I	WLW-C	WLW-D	WLW-T
Television	Television	Television	Television
Indianapolis	Columbus	Dayton	Cincinnati

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION
 a subsidiary of Arco

Omaha revisited: what did the FCC accomplish?

Some five months back, on Jan. 28, the FCC opened its public inquiry into local television programming in Omaha.

This unusual proceeding took place in the musty, long-unused Court Room No. 2 of the city's all-but-abandoned "Old Post Office Building." The court room, then newly freed of dust and cobwebs (at the taxpayers' expense, of course), came alive for a short while with an array of television cameras, newsreel cameras, tape machines, flashbulbs, microphones—and people.

Then, suddenly too, the dust settled anew on the out-dated trappings and the quietness returned.

What Happened? ■ The dust raised by the FCC's hearing in our community has settled also. For Omahans at large, a quietness has returned to the television scene. Among the many who didn't really know what was going on in the first place—and they seem in the majority—there is still no understanding of what the fuss was about.

Apparently the hope of the presiding Commissioner (now FCC Chairman) E. William Henry that some understanding of why the commission was investigating the Omaha stations might seep down to the citizens has gone unrealized. Most local citizens appear completely disinterested in the education they were supposedly given on the "rights they didn't know they had" and they are doing little to exercise those rights.

Among the few who rubbed their hands in glee over the implied public chastising of a segment of "big business" there appears to be a measure of disappointment that the stations haven't somehow been punished or forced by government edict to put on the air any trivia presented to them. To those who thought they now would have unlimited opportunities to display their questionable talents and causes before a television camera the realization has come that their personal axes are not for public grinding. They have learned that rightly and as always it is the needs and interests of Omaha residents which determine local programming.

Deep Concern ■ Finally, among those who had an interest or a part in the hearing, some bewilderment and resentment still linger. Bewilderment over why it was all necessary. Resentment over the time and expense involved and concern over the "trial" atmosphere.

Then, of course, there is the added element of suspense. Until some report of the findings is forthcoming

(and none have been published at this writing) no one knows what kind of "bill of health" the Omaha TV stations will be given; nor what, if any, new rules and regulations may be imposed.

But Omahans still recall with some apprehension Mr. Henry's widely quoted statement to the effect that, although local television seemed to measure up to the standards of the local citizenry, it remained to be seen "whether or not the programming measures up to the standards of the FCC."

He promptly changed the word "standards" to "policies" and explained that he had meant to say that the FCC's policies would be determined, to a great extent, by the information gathered on the amount of live programming by the local stations. But there was a question of uncertainty left with those who heard and read his original statement. This question was whether the stations were being measured against some secret, unknown standards and whether the session had overtones not mentioned in the notice of inquiry.

Actually, though, since the hearing, what changes have the three Omaha television stations—KETV, KMTV and WOW-TV—made in their local programming that has been apparent to the average viewer? Have they "run scared" and loaded prime time with local specials? From the viewer's standpoint I would say that they certainly have not!

No Change ■ Perhaps the FCC hearing earlier this year did cause them to pause and consider (1) the efforts they were making to determine the needs and interests of Omaha residents, (2) the ways in which they were meeting those needs and (3) the public demand for additional or different types of local programming. If so, any changes they may have made as a result of this self-

analysis have been so subtle as to be unrecognizable.

But from the viewpoint of this advertising woman and television viewer none were needed.

My fellow Omahans and I continue to enjoy exceptional service from our three television stations. Our list of choices continues to include first-rate productions on local politics and issues, on cultural attractions, on military questions and installations, fine religious programs and educational features, good children's programs, agricultural information programs, programs for labor groups and ethnic groups, for professional organizations and business associations as well as outstanding news, weather and sports coverage plus the full support of charitable efforts and a showcase for local talent.

For these stations to do more would be to deprive Omahans of the entertainment they want and expect from TV.

So what, if anything, resulted from the hearing? Officially the results are unknown. Unofficially no changes appear to have been made.

FCC 'Meddling' ■ However, those of us who had a part or an interest in the hearing will not soon forget it. We saw the Omaha stations virtually put on trial before a confused community. We say prominent local citizens questioned and cross-questioned. And we hope we made it clear to our FCC visitors that we liked Omaha television "as is" and didn't appreciate their meddling.

We believe now as we believed then that even if viewers are exposed to a steady diet of the "nobler things" there is no guarantee that they will either like them or watch them. So perhaps it is the public taste that the FCC should investigate and regulate rather than the television stations.



Helen C. Moeller is vice president and secretary of Allen & Reynolds Inc., Omaha. She joined the agency in 1945 as copywriter and assistant account executive, and became a part owner in 1951. She holds the distinction of being the first Omaha Advertising Woman of the Year (1955) and was the first woman president of the Omaha Advertising Club. She is a graduate of the University of Colorado and was a witness at the FCC's Omaha television hearings.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*



**WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station ***

(March 1963 ARB)

**except Indianapolis*



GROUP W MEANS INNOVATION...

Steve Allen

Take the area of literate comedy. Farce approaching satire. Humor that ranges from slapstick burlesque to pithy commentary. A new dimension to late-night TV. "The Steve Allen Show." On the air over a year. Seen on over 40 major stations coast to coast. It's fast-paced. It's fun. It's a Group W—Westinghouse Broadcasting Company project.

How does Group broadcasting get in-

involved with the production of programs like "The Steve Allen Show"? It's a natural. It's the reason Group stations are organized the way they are. They have creative manpower, management, and financial resources greater than the individual station. They have the local impact no network can match. These resources represent an opportunity as well as a responsibility to serve their

communities in ways neither individual stations nor networks are capable of doing. To develop new areas of programming. To expand existing program content. To add dimension to the broadcasting industry. To serve the interests of their audiences.

Group W means Steve Allen. Sheer entertainment also calls for the vision and flexibility characteristic of Group broadcasting.



WBZ · WBZ-TV BOSTON
WINS NEW YORK
WJZ-TV BALTIMORE
KYW · KYW-TV CLEVELAND
KDKA · KDKA-TV PITTSBURGH
WIND CHICAGO
WOWO FORT WAYNE
KPIX SAN FRANCISCO

WESTINGHOUSE BROADCASTING COMPANY

NOW A NEGRO PUSH ON RADIO-TV

- NAACP opens campaign for jobs throughout broadcast system
- FCC studies ways to outlaw discrimination by its licensees
- Pressure will be put on advertisers, agencies, producers

The force of government was poised last week behind a growing movement to prevent discrimination against Negroes by broadcasters, advertisers and agencies—both on and off the air.

An FCC staff study was in progress to determine the feasibility of commission action to prohibit racial discrimination by broadcasting stations in their hiring practices and possibly also in their programming.

Some commission sources thought the FCC had authority to act under its responsibility to regulate "in the public interest." But the question was still under study, along with the parallel question of whether and precisely how the authority should be used if it exists.

The possibility of FCC action came to light as the movement against discrimination in broadcasting and other entertainment media gained momentum on two other fronts.

- In Hollywood, television and motion picture companies and television sponsors were threatened with demonstrations and economic sanctions by the National Association for the Advancement of Colored People.

- In New York, a consultant to the New York State Commission on Human Rights reported that seven months' work with networks, agencies and advertisers had brought cooperation and support, but he cautioned that the times demand a speed-up in putting non-discrimination policies into effect.

- In Chicago, meanwhile, it appeared that the subject may be aired further this week. Tuesday's session of the NAACP convention, being held there July 1-6, is scheduled as an all-day discussion of discrimination in employment. Although discrimination in broadcasting and broadcast advertising is not specifically on the agenda some officials said the subject "very possibly" may come up and one said it might be the major topic of discussion.

The FCC's Role ■ The instigation of the FCC staff's study was unclear. One staff executive said it was a combination of staff initiative and interest expressed by Chairman E. William Henry. Mr. Henry has a close association with Attorney General Robert E. Kennedy, who is spearheading the administration's

civil rights program.

A White House spokesman said the move did not originate there—except perhaps indirectly, in that the President's position on discrimination is well known throughout the government.

If the staff concludes that the commission can and should act, and convinces the commissioners, several approaches appear possible. Most frequently mentioned were (1) a rulemaking proceeding or notice of public inquiry in which comments from broadcasters would be solicited before final

action is taken, or (2) a meeting of broadcasting representatives to discuss the issue.

Staff members appeared to feel that moving against discrimination in employment would be much easier than in programming, because of the censorship questions inherent in program actions. Even so, some staff authorities thought the commission could include programming under its requirement that licensees search out local needs and interests and serve them. On this basis, they reasoned, pressures could be exerted to in-

A view of discrimination from the other direction

In the same week that Negroes were complaining about discrimination against them by broadcasters, a conservative southern senator accused broadcasters of discriminating against whites.

Senator Strom Thurmond (D-S.C.) said all three television networks had presented biased coverage of Negro demonstrations in the South.

"The American people in the South," said Senator Thurmond, "are entitled to fair exposure on television. When that Negro [Medger Evers, NAACP director in Mississippi] was shot in the back, the news was carried on the networks over and over again. But when a white man was shot in the back in Lexington, N. C. [a photographer was killed during a demonstration there], the networks only carried about three mentions of it."

Senator Thurmond made his remarks during Senate Communications Subcommittee hearings on modifications of Section 315, the political broadcasting law (see page 49). He opposed repeal of the equal time provision because of his fear that broadcasters would abuse the privilege.

There is one U. S. senator, Mr. Thurmond said, who appears on TV



Senator Thurmond

"almost every day" favoring civil rights legislation. He apparently was referring to Senator Jacob K. Javits (R-N.Y.) who has made a number of broadcast appearances lately. "The American people," said Senator Thurmond, "are entitled to hear both sides from the networks."

crease Negro representation on stations in markets having significant Negro populations.

Western Front ■ The National Association for the Advancement of Colored People is making plans to call a general meeting of the men "really responsible for employment" in television and radio and motion pictures later this month, James L. Tolbert, president of the Beverly Hills-Hollywood chapter of NAACP, said Thursday. The purpose of the meeting will be to explore ways to increase the employment of Negroes in broadcasting and the movies, he said.

Invitations to the meeting will go to the heads of the Hollywood guilds, unions and employers' associations and to executives of the radio and television networks, in hopes that this group can come up with some realistic answers, Mr. Tolbert said. He quoted President Kennedy's recent statement about a crisis in national unemployment which is approaching 6% and commented: "For Negroes unemployment is always at a 12-14% level."

"We don't want to go back for 100 years, nor to point the finger of shame at any particular company or group," Mr. Tolbert stated. "We're interested in here and now, and the fact is that too few Negroes are employed in motion pictures and the same thing is true in broadcasting, except for specialized stations programed to appeal to Negro listeners or viewers. I can think of one station with a large Negro following—I listen to it myself—and I'm sure that station's advertisers don't want to get rid of this part of the audience, yet I've never heard a Negro announcer there.

The same thing would be true of other minority groups. This isn't right, and this is what we are determined to stop."

The meeting of top Hollywood union and management representatives will probably be called for some time during the third week of July, Mr. Tolbert said, although the exact date will not be set until his return from Chicago, where the NAACP national convention is now in progress. The campaign to secure greater employment for Negroes in Hollywood's entertainment production studios will be a major topic of the convention, he said, perhaps the major topic.

Assault On Hollywood ■ That the NAACP is determined to make the movie-TV film industry its next major field of attack was made crystal clear earlier in the week by Herbert Hill, labor secretary in the organization's national office. Addressing a Hollywood news conference on Tuesday, Mr. Hill said that for 25 years the Negro has been talking to film producers and unions with virtually no results. "We aren't going to wait another 25 years," he stated.

Discussions with the industry executives is the first item on the NAACP campaign for more employment in Hollywood, Mr. Hill said. But, he warned, if there are no results "within a reasonable time" (a term he declined to define), more vigorous action will be taken. Advertisers whose TV programs and commercials fail to portray the Negro fairly or treat him as "the invisible man," whose TV programs or commercials fail to show Negroes as they actually are in today's society or

treat the Negro as "the invisible man" may find themselves the target of "selective buying" campaigns. Producers of motion pictures portraying the Negro unfairly or not employing Negroes in their production may find their offices and distribution centers picketed, with protest demonstrations also staged outside the theaters where the pictures are being shown.

And the "lily white" craft unions that fail to admit Negro members will be hit with complaints, filed by NAACP with the National Labor Relations Board, calling for their decertification as collective bargaining agents.

Another Group Action ■ Negroes employed in television account for only 1% of the total number of TV employees, according to Larry McCormick, regional executive secretary of the National Association of Radio Announcers, a professional association, not a union, whose 500 members are largely but not exclusively Negroes. In radio, Negroes make up about 7% of the total number of employees, Mr. McCormick said in an interview with Roy Heatley of KNXT(TV) Los Angeles, broadcast on that station's *Big News*, 6-7 p.m. newscast, on Tuesday (June 25). And, he added, the few Negroes employed at radio and TV stations and networks are mainly in off-air positions such as porters or parking lot attendants.

A foreigner who got his impressions of America from watching television here would go home thinking there is no such thing as a Negro in this country, Mr. McCormick said. He attributed this situation to a feeling of station management that employing Negroes for on-the-air work as announcers would offend viewers and lose adver-

BROADCAST ADVERTISING

Wanted: better proof of performance

AGENCIES THINK BROADCASTERS SHOULD PROVIDE UNIFORM SYSTEM

There's evidence of a sharpened interest among national spot advertisers in the oft-troublesome area of proof of performance in the routine run of station schedules. Some agencies think broadcasters should set up, and pay for, a uniform system of certification.

An exploratory session was held in New York informally nearly two weeks ago, it was learned last week. The meeting of some 17 persons, representing several major spot advertisers, agencies and large station group owners, was called at the invitation of Newman F. McEvoy, a senior vice president at Cunningham & Walsh.

Several participants expressed surprise when contacted about the meeting, stressing its "informal and exploratory"

nature. The session was held at Cunningham & Walsh offices.

The Issues ■ At issue are the questions of (1) who has the primary responsibility to provide certification—the advertiser or the station—and (2) how to go about improving the current situation by starting a uniform system that will assure proof of performance.

Conventional practice is for a station to accompany monthly billing invoices with affidavits. These are sent to the agencies at the end of each month. The affidavit tells advertisers that their commercials have played on the station and in the position on the schedule as ordered.

But, claim the agencies, there's no uniformity in the system.

It was learned that such major spot advertisers as General Foods, Lever Bros., Trans World Airlines, and American Home Products were represented at the meeting, as were such agencies as Foote, Cone & Belding, J. Walter Thompson Co. and Ted Bates & Co. in addition to Mr. McEvoy of C&W.

Identified as agency participants were Mr. McEvoy; Frank Gromer, vice president and media director of FC&B; Richard P. Jones, a vice president at J. Walter Thompson, and William E. Hatch, senior vice president, treasurer and a director of Ted Bates.

In addition there were executives representing such station group operators as Westinghouse Broadcasting Co., (Group W stations), Metromedia (Met-

tisers, a sentiment with which he expressed strong disagreement. The viewer being told about a product is interested in the product, not the announcer, he said.

Himself an announcer at KTLX(TV) Los Angeles, Negro-oriented UHF station (channel 22), Mr. McCormick said that the problem of getting employment for Negroes in broadcasting in other than specialized stations like KTLX will be taken up at the forthcoming national convention of NARA, to be held at the Ambassador Hotel in Los Angeles, starting Aug. 21.

Eastern Front ■ In New York, George Norford, an NBC executive on leave to serve as consultant on broadcasting and Negroes to the chairman of the state's Human Rights Commission, reported in an interview that he has been getting good cooperation, particularly from broadcasters, but that implementing this support is a complicated and time-taking process.

He said the networks have sent out nondiscrimination directives, appointed executives in their personnel and programming departments to work with him and made people available to accompany him to the West Coast for discussions with major producers there.

But producers, he said, put together programs with the idea of selling them and instinctively avoid including elements that might impede a sale.

Because many advertisers fear that the inclusion of Negro actors, even as extras, may hurt product sales in many areas of the country, they shy away from the use of Negro performers, Mr. Norford asserted. He said these advertiser and agency fears were "largely unfounded"—that there is no

evidence that advertiser sales would suffer. To the contrary, he said, the "impatience" of Negro action groups may cause sponsors' sales to suffer—among Negroes—unless advertisers start using more Negroes in their programs and commercials.

Reality Is Goal ■ Mr. Norford stressed that the objective was not to get starring roles for Negroes, but adequate representation of the Negro "as a part of the American scene, as he certainly is."

He said, to illustrate, that "it is ridiculous to show a crowd scene at 42d Street and Broadway—or in any other urban area—and not have a Negro extra in sight. To do this is a distortion of the facts."

He said that in seven months on the job he had talked with television and radio network officials, the vice presidents and general managers of New York City stations, the Association of National Advertisers, the American Association of Advertising Agencies and several advertisers and agencies.

"The greatest effort," he said, "is being made by the broadcaster."

The problem with advertisers and agencies is "more complicated." Instead of three networks that have access to most of the major producers, he explained, in the case of advertisers and agencies, there are 300 or so different companies to work with as well as the ANA and the AAAA.

"We're doing all we can to bring improvement," he said, "but many of the direct-action groups feel that not enough is being done. They feel a growing impatience."

'Selective Buying' ■ He thought that if any direct action is taken it will take

the form of a kind of boycott of advertisers' products—or as the NAACP's Mr. Hill described it, "selective buying" rather than "boycott."

The major elements of the broadcasting, advertising and recording industries issued a joint policy statement early last month agreeing "to continue and strengthen implementation of their longstanding policy against discrimination of the employment of talent."

The agreement was worked out by the American Federation of Television and Radio Artists and representatives of producers, networks, stations, independent packagers, transcription companies, agents, managers and others. It was also reviewed and agreed to by a committee representing advertisers and agencies using performers in TV and radio (BROADCASTING, June 10).

Current Employment ■ The extent of Negro employment in television and radio is difficult to ascertain. The question is so hazy that Frederick O'Neil, chairman of the Actors Equity committee on ethnic minorities, reported last week his group is seeking a foundation grant to study the use of Negroes in all forms of entertainment.

The networks decline to estimate the number on their payrolls, some saying that it is impossible because their personnel records do not indicate an employee's race. They stress that they do not discriminate but actively seek qualified Negroes in white-collar and executive as well as craft jobs.

Before taking leave of absence to work with the state commission, Mr. Norford was an NBC public affairs program producer and subsequently policy editor in the network's broadcast standards department.

ropolitan Broadcasting), and the station sales divisions of ABC, CBS and NBC. Also reported in attendance were a few executives of large independent station representation companies (as contrasted to sales rep arms of station group owners).

It was noted that the invitation list was not "restricted" but necessarily limited in order to foster a free conversational exchange among the participants.

Background Thinking ■ In general group thinking came to this: station people felt the problem of inconsistency was not serious and, in fact, questioned its existence except in isolated cases. They thought, too, that the stations represented by the major broadcast companies and representatives seldom had affidavit problems. Others believed the matter ought to be left to the accountant to thrash out and appeared puzzled at the high executive

level of the conferees.

The agencies feel affidavits are not consistent in appearance or in detail given, nor do they come even close to the simple standards in print advertising (the tearsheet of an advertisement, which is physical evidence). They also claim the importance to accounting arms of large organizations (advertisers) to need "something" of a broad check to verify what's being delivered.

Overshadowing these procedural problems, however, was an even more basic difference which, if pursued, could well step up the level of discussion from an informal chat to a formal battleground.

There is apparent feeling among certain agencies that in principal as well as in practice, the media should bear the responsibility of assuring creation of a uniform system of affidavits or another audit device upon which advertiser, agency and broadcaster can agree,

and also support the existence of an audit system financially.

But as one station rep executive present commented last week, "we now support such organizations as the National Association of Broadcasters, the Television Bureau of Advertising or the Radio Advertising Bureau and in some cases both, the Television Information Office and sundry other groups. This would be one more association to which we would have to contribute."

Monitor Service ■ Broadcast Advertisers Reports is a monitoring service that audits commercials and reports to its agency clients such data as proof of performance (providing audits to be checked against affidavits) as well as important competitive marketing information and commercial practices.

Agencies questioned last week acknowledged the value of BAR monitor reports but noted that this was but a partial coverage of the field and though

First quarter network TV spenders

LEADING COMPANIES JANUARY-MARCH 1963 ESTIMATED EXPENDITURES (000)

1. Procter & Gamble	\$12,635.6
2. American Home Products	9,764.3
3. Bristol Myers	7,479.2
4. General Motors	7,024.0
5. Colgate Palmolive	6,548.9
6. R. J. Reynolds Tobacco	6,160.9
7. Lever Bros.	6,147.8
8. General Foods	4,269.6
9. Ford Motor	4,090.4
10. Alberto Culver	4,056.2
11. P. Lorillard	3,691.6
12. Gillette	3,524.7
13. Sterling Drug	3,357.8
14. Brown & Williamson	3,305.0
15. General Mills	3,270.8
16. Liggett & Myers	3,028.4
17. American Tobacco	2,920.5
18. Campbell Soup	2,795.7
19. J. B. Williams	2,706.3
20. Philip Morris	2,706.1
21. Kellogg	2,579.2
22. Miles Laboratories	2,548.3
23. S. C. Johnson & Son	2,395.5
24. Warner Lambert	2,359.5
25. Block Drug	2,341.1

Source: TvB/LNA-BAR

LEADING BRANDS JANUARY-MARCH 1963 ESTIMATED EXPENDITURES (000)

1. Anacin tablets	3,037.0
2. Winston cigarettes	2,080.0
3. Bufferin	2,004.6
4. Camel cigarettes	1,953.3
5. Chevrolet passenger cars	1,948.8
6. Salem cigarettes	1,930.2
7. L & M cigarettes	1,925.7
8. Bayer aspirin tablets	1,892.4
9. Crest toothpaste	1,842.9
10. Colgate Dental Cream	1,729.4
11. Dristan tablets	1,618.0
12. Campbell's soups	1,529.5
13. Kent cigarettes	1,468.9
14. Pall Mall cigarettes	1,397.9
15. Alka Seltzer	1,304.0
16. Contac	1,273.4
17. Ford passenger cars	1,265.2
18. Viceroy cigarettes	1,172.4
19. Exedrin tablets	1,166.7
20. Marlboro cigarettes	1,150.6
21. Geritol	1,142.4
22. Chesterfield cigarettes	1,102.7
23. Tide	1,062.4
24. Prudential Insurance	1,047.1
25. One-A-Day vitamins	1,031.9
Total network TV billing for first quarter was \$204,254,218.	

they help police station practices, the reports were hardly a substitute for a system used uniformly by all stations.

The agency participants said it was their belief that the conference would give "us all something to think about." But at least two agency executives who took part in the discussion said they hoped that a committee might be formed with representation of all three interested parties through the American Association of Advertising Agencies, the Association of National Advertisers and the NAB. This tripartite group could explore the area further, they said.

Some advertising people in attendance thought privately that a station-financed system might boomerang if stations absorbed the added cost by increasing their spot rates to advertisers. But other opinion countered this possibility by asserting that the cost could come out of station profits. And, they reminded, advertising agencies study carefully the justification of any rate increase—a hike in rates would have to be supported by audience or other data.

As yet no further meetings have been planned, although some of the participants thought there will be other sessions at an unspecified future date.

Elgin to use radio for rings

Elgin National Watch Co., New York, is ticking with plans not only for watches but also for its Lady Elgin diamond rings division. Earlier reports

had identified diamond watches as planning a radio test campaign (CLOSED CIRCUIT, June 24) and while the lady's best friend remains diamonds, in this campaign it is diamond rings, not watches. The campaign will start after Labor Day using about 10 markets at the outset on the basis of a 52-week, non-cancelable contract. Henry Margolis, board chairman of Elgin, is expected to bring in a broadcast-oriented executive, Norman Gladney, now a principal in Taplinger-Gladney Advertising in New York, signaling broad changes in broadcast strategy.

Profit Research violates code maximum, NAB warn

Radio subscribers to the National Association of Broadcasters' code have been warned they may be violating code time standard maximums if they accept 15-minute programs produced by Profit Research Inc., a New York financial investment firm.

In a notice to stations, the NAB said that "a number of these programs have been reviewed and none have been found to comply with the code maximum." The radio code permits only three minutes of commercial messages in a single-sponsored 15-minute program. Commercial time on some of the Profit Research programs ran as high as nine minutes, an NAB official said.

"We suggest all subscribers carefully audition each program in order to avoid a situation which would be at variance with the code time standards," NAB

advised its code members.

Commentary on the programs is delivered by Sidney Walton, president of Profit Research. NAB earlier had questioned the programs last fall and Mr. Walton said that only a "very few stations" which accepted the program took any further action. Therefore, he said, Profit Research did nothing about the NAB complaint.

Mr. Walton said a differentiation between commercial time and program matter is difficult because investment books the company publishes are discussed on the show.

At the time of the NAB's first notice last fall, two stations canceled the program, but the latest advisory, dated June 13, has not brought any complaints to Profit Research, Mr. Walton said. From 50 to 75 stations carry the program at any given time, he reported.

Ricks joins BC&G, brings in \$1 million

Consolidation of the Seattle advertising and public relations agency of Cappy Ricks & Associates with Botsford, Constantine & Gardner Inc., San Francisco-based firm, effective today (July 1), was announced by Joseph Maguire, BC&G president, and Cappy Ricks, owner of the agency bearing his name.

Ricks firm adds approximately \$1 million of advertising volume to BC&G, bringing the consolidated agency's total billings to about \$10 million.

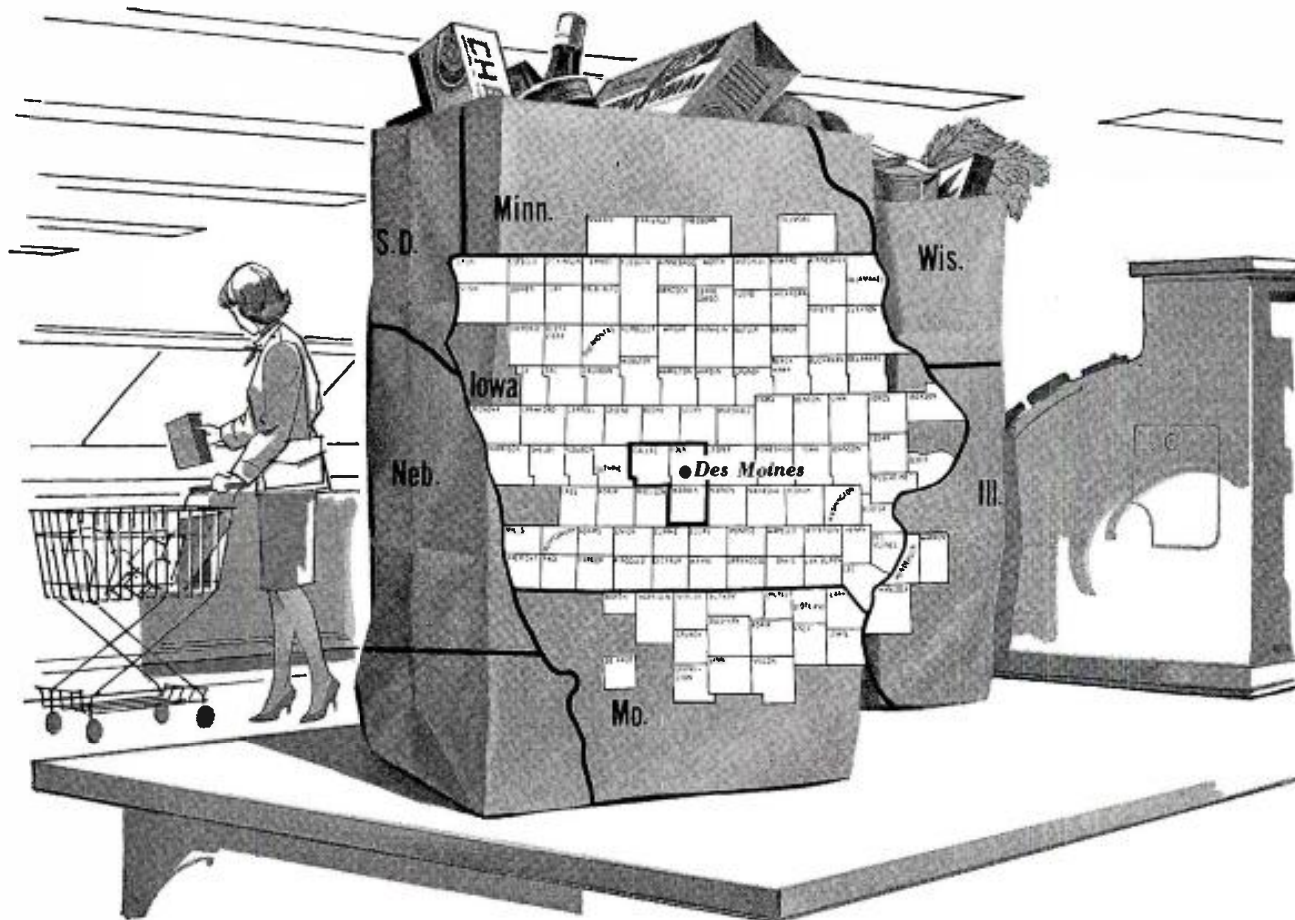
Cappy Ricks becomes senior vice president of BC&G and Seattle office manager. Associates of Ricks who join BC&G include Louis Van Norman, Richard Paetzke, Leo E. (Bud) Lowe, Diane Luft, Wayne Wadecamper, Phyllis Swenson and Gail Singer.

BC&G's principal offices are in Seattle, San Francisco and Portland, Ore., with a branch in New York and a foreign subsidiary operating in Tokyo with worldwide affiliates.

A.C. Nielsen drops its local radio ratings

The A. C. Nielsen Co. is notifying clients that it is terminating its local radio rating service (CLOSED CIRCUIT, June 24), but stressed that it is continuing with its network radio, and network and local television services. Nielsen has offered local radio ratings since 1954.

John K. Churchill, vice president in charge of local broadcast services for Nielsen, said the company has found it difficult to provide measurements for clients on automobile radio listening on an individual station basis and on listening to self-powered battery sets on an individual station basis.



Des Moines Area accounts for only 13.5% of the FOOD SALES in "Iowa Plus"

Des Moines is a *good* market for food products—yet no matter how thoroughly you saturate the 3-county Des Moines Metro Area with local or regional radio, you've still got a long way to go in selling *Iowa*.

In fact, all *eight* of Iowa's Metro Areas, *combined*, account for but 49.6% of the food purchases made in WHO Radio's 117-county Nielsen Coverage Area shown above. (Sales Management, June 10, 1963.*)

WHO Radio covers "*Iowa Plus*"—actually reaches 42% of all the 805,000 homes in that 117-county area, weekly (NCS '62). As a matter of fact, WHO Radio gives you America's 23rd radio market—there are only 22 others in the U.S. that equal or exceed it!

Yes, you can do a better, more economical marketing job with WHO Radio than with any other medium in Iowa. Ask PGW for the dollars and cents.

*These figures are for Sales Management's newly-defined and frequently larger Metro Areas, as found in the June 10 Survey of Buying Power Issue.

WHO

RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

STATUS REPORT: AGENCY AUTOMATION

Study for RKO General finds 16 agencies so equipped

The developing machine age in advertising has RKO General Inc.'s National Sales Division actively engaged in a program of orientation for its sales people.

The division is the sales representative for RKO General Broadcasting Stations.

Coincident with an announcement today (July 1) of plans to promote its "new breed" concept, to continue intensive seminars on agency automation for its personnel and to investigate how it will expand the application for its personnel and to investigate how it will expand the application of IBM equipment its stations now employ, RKO General also released a status report on agency automation.

The report finds 16 agencies equipped for automatic data processing; three of these agencies also equipped for electronic data processing (computer) and several applications to broadcast buying already in use.

RKO stations for the past 18 months have been using data processing equipment for FCC reports and for compiling information on accounts by advertiser category. The company now is probing the possibility of applying automation to other areas.

Basically its new program will disseminate information on automation in advertising so as to permit its staff to become conversant with machines and to determine where the company should invest for future research.

Sixteen Equipped ■ The "status report" shows that as of last April, these 16 agencies are equipped for automatic data processing: Ted Bates; BBDO;

Benton and Bowles; Leo Burnett; Campbell-Ewald; Compton; Dancer-Fitzgerald-Sample; D'Arcy; Doyle Dane Bernbach; Erwin Wasey, Ruthrauff & Ryan; Foote, Cone & Belding; Kenyon & Eckhardt; Lennen & Newell; Needham, Louis & Brorby; J. Walter Thompson, and Young & Rubicam.

Of the 16, the report finds BBDO, Leo Burnett and Young & Rubicam to be equipped with electronic data processing (computer and electronic tape). Another eight agencies had electronic data processing equipment on order. These are Bates; Compton; D-F-S; DDB; EWR&R; K&E; JWT and Y&R. Lennen & Newell had automatic data processing equipment on order.

The report, prepared by Data Inc., a data processing subsidiary of Standard Rate & Data, also notes that seven agencies buy service from data processing companies.

In this group are Compton; D'Arcy; DDB; Fuller & Smith & Ross; Lennen & Newell; McCann-Erickson, and Ogilvy, Benson & Mather.

Only one agency—Lennen & Newell—is shown to be using data processing in all media activity. All of the 24 agencies covered—with the exception of Sullivan, Stauffer, Colwell & Bayles and Norman, Craig, Kummel, neither of which uses automation equipment, and D'Arcy and Benton and Bowles—apply automation for research.

Ten agencies (Bates, BBDO, Burnett, Compton, D-F-S, DDB, K&E, NL&B, JWT, and Y&R) are reported to use automation for "some media." Five agencies use it on "all accounts" (Bates,

D-F-S, DDB, K&E, L&N). Another six are automated for "some accounts" (BBDO, Burnett, Compton, NL&B, JWT, Y&R).

Media Use ■ The survey claims that Young & Rubicam currently uses automation in media planning and evaluation for both broadcast and print. Y&R, it's said, also uses it in "media decision implementation" including buying insertions, estimating, and media paying in print but not in broadcast. According to the status report, Y&R is the only agency making "media decisions" through use of equipment.

Burnett and K&E, it's claimed, in addition to print also use their equipment in broadcast for buy orders, estimating and media paying. Bates is in this function only in media paying. This holds also for BBDO, Benton and Bowles, Campbell-Ewald, D'Arcy, Doyle Dane Bernbach and JWT.

Compton, in addition to media paying, is said to use automation for contract buying and estimating in broadcast. D-F-S does both estimating and media paying through automation, and L&N automates broadcast estimating in the media followthrough.

Though Y&R is the only agency credited with making buying decisions by applying automation, the following agencies reportedly make media decisions "from data generated by" automated equipment: BBDO, Compton, K&E, L&N and NL&B.

Computer Advances ■ RKO's "re-orientation program" in the field of automation has been developed because of computer advances among the agency majors, Donald J. Quinn, RKO General Broadcasting's director of national sales, explains.

As outlined in RKO's announcement, three private seminars have been held on data processing developments, the sessions conducted by Data Inc., BBDO and Young & Rubicam. In addition a management consultant responsible for installation of computers in several agencies—Joe Fischbach of Fischbach, McCoach and Associates—has addressed the sales group.

The promotion plans include a campaign based on the need for a "new breed" in selling broadcast time in the computer age and the issuance semi-monthly of a "newsletter" that will summarize developments in the field as reported in publications or made known independently by surveys conducted by the company itself.

The division is the sales representative for the RKO General Broadcasting Stations: WOR-AM-FM-TV New York, WGMS-AM-FM Washington, KHJ-AM-FM-TV Los Angeles, WNAC-AM-TV and WRKO(FM) Boston, CKLW-AM-FM-TV Windsor-Detroit, KFRC-AM-FM San Francisco, WHBQ-AM-TV Memphis and the Yankee Network.



Ed Papasian (l), associate media director of BBDO, New York, explains the agency's linear programming and electronic data processing procedures

to sales executives of RKO General's National Sales Division, as Herb Maneloveg, BBDO vice president and media director looks on.

First NATIONAL BROADCAST EDITORIAL CONFERENCE

July 25-27, 1963
University of Georgia
Athens, Georgia

DEADLINE FOR ADVANCE REGISTRATION IS JULY 20

REGISTRATION: All-inclusive package plans (in advance, please)

Single Room: \$60 (includes all meals, rooms and fees)
Double Room: \$65 (includes all meals, rooms and fees)
Non-resident: \$45 (includes everything except rooms)
Students: \$20 (includes meals and fees only)
Late Registration: \$80 (after July 20)

The National Broadcast Editorial Conference is sponsored by the Henry Grady School of Journalism and the Georgia Association of Broadcasters, Inc. It is supported by the National Association of Broadcasters, Radio-TV News Directors Association and Sigma Delta Chi Journalism Society.

BROADCASTING, July 1, 1963

TOP-LEVEL, HOW-TO-DO-IT WORKING SEMINAR

to establish guidelines for more effective on-the-air editorials—and to study problems facing broadcast editorializing . . . for

- ★ Editorial Directors
- ★ News Directors
- ★ General Managers

CONFERENCE TOPICS:

- ★ ABC's of Editorializing
- ★ History of Editorializing
- ★ Influencing Public Opinion
- ★ Research and Investigation
- ★ Management-Government Relations
- ★ Legal Questions
- ★ Political Editorializing
- ★ Handling Reaction

NATIONALLY-KNOWN BROADCASTING FIGURES WILL PARTICIPATE:

- ★ Congressman Oren Harris, Chairman, House Committee on Foreign and Interstate Commerce
- ★ Kenneth A. Cox, Commissioner, Federal Communications Commission
- ★ Theodore Pierson, Leading Communications Attorney, Washington
- ★ Howard K. Smith, ABC-TV, Commentator
- ★ Dr. Mary Ann Cusack, Assistant to the President, NAB
- ★ Willard Schroeder, General Manager, WOOD-AM-TV, Grand Rapids, Mich.
- ★ Eugene B. Dodson, General Manager, WTVT, Tampa

NBEC Committee: Dick Mendenhall, WSB-AM-TV, Atlanta, Chairman; Ralph Renick, WTVJ, Miami; Richard Cheverton, WOOD-AM-TV, Grand Rapids, Mich.; Byron Cowan, WSAC, Ft. Knox, Ky.; Dale Clark, WAGA-TV, Atlanta; Worth McDougald, University of Georgia

CLIP COUPON AND MAIL TODAY!

National Broadcast Editorial Conference

c/o Dick Mendenhall, Chairman
WSB Radio-TV
1601 W. Peachtree St., N.W.
Atlanta 9, Georgia

Please reserve a (single) (double) room for me for the NBEC Conference July 25-27. I plan to arrive on _____ and will depart the Conference on _____. My check for \$_____ is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

AAW to join AFA in lobbying office

\$150,000 SOUGHT FOR LOCAL, STATE AND NATIONAL LEVEL

The Advertising Association of the West will take immediate steps to join forces with the Advertising Federation of America in a Washington office to serve as a lobbying headquarters for advertising in the national capital. In the business session of the 60th annual AAW convention, held last week in Los Angeles, the membership voiced enthusiastic approval of a spirited appeal by their retiring president, Robert Hemmings of Smith & Hemmings, Los Angeles, that funds be raised not only for the support of the Washington office but to fight antiadvertising legislation at the state, local and national level.

The association also elected new officers (FATES & FORTUNES, page 68).

Mr. Hemmings proposed that AAW raise not only the \$6,000 needed to support the Washington office but a legislative fund sufficient to do the job in the state capitals as well. He offered a five-year plan calling for \$5 from each of AAW's 6,000 members for the first year, or a total of \$30,000; \$10 a head the second year to aggregate \$60,000, and so on up \$5 per person per year until the fifth year would produce \$25 per member, or a total of \$150,000. These sums would be in addition to the regular dues of \$3 per member that AAW now collects from each local advertising club.

No procedure was prescribed for the local clubs to follow in raising the legislative war chest. The Boise Ad Club gave a check for \$700, which had been raised through company memberships. Other clubs levy an extra tax on individual members for legislative expenses, it was reported.

Warning From Wilson ■ The move to combat antiadvertising legislation came after Representative Bob Wilson (R-Calif.) had given the group a warning to move fast to keep advertising from becoming subject not only to government regulation but to complete government control.

Reporting that 175 bills to regulate advertising are now before Congress, Representative Wilson said that among them is one measure so worded as to give government agencies "blanket power" to control the advertising and marketing of products. Warning the western advertising executives to beware of "a group of people who want unlimited power," he said not only advertising itself but the future of the American system of free enterprise is at stake. "You must take an active part in the business of government or see government become an active part of your business," he declared.

Representative Wilson praised the work now being done by the AFA, the NAB and other organizations active in Washington, but he noted there is a tendency for each organization to attempt to do the whole job itself rather than to alert other groups who might be able to join in a united opposition to government encroachment.

Take The Offense ■ The congressman's rallying cry followed an earlier appeal by Don Belding, chairman of the executive committee of the Freedoms Foundation at Valley Forge since his retirement from Foote, Cone & Belding. Mr. Belding urged advertising to drop its traditional defensive attitude against the attacks of those who consider capitalism and profits to be dirty words. Analyze the complaints against advertising, he said, and if they are justified, correct the faulty practices. But if the attacks are not justified, the veteran West Coast advertising executive called for a vigorous program of positive action to "sell and resell the methods that have made our economic system a success."

The extension of the AAW-AFA Advertising Recognition Week into a year round effort is "in principle, exactly right," Charles F. Adams, executive vice president of MacManus, John & Adams, Detroit, told the AAW opening session on Monday. But, he added, "it is my recommendation that we backtrack at least a little bit and restore some of the luster and appeal to media that Advertising Week itself

should have."

Mr. Adams also said that he felt it is a mistake to change the theme of the campaign every year. He recommended that the 1963 theme, "Advertising Is the Voice of Free Choice," be kept for at least a five-year period. "This theme seems to me to sum up everything we have tried to say."

King Harris, executive vice president, Western Division, Fletcher Richards, Calkins & Holden, San Francisco, chairman of the 1963 advertising recognition drive, reported that it had been enthusiastically supported by advertising media. More than 600 radio transcriptions and 150 TV films have been distributed to stations, he said.

Ads Move Groceries ■ The importance of advertising to American business and the national economy was emphasized by Paul S. Willis, president, Grocery Manufacturers of America. If the food industry had depended on people's appetites and the growth in population, he said, food consumption in the country would not have risen from \$16 billion in 1939 to an estimated \$82 billion this year, but probably would now be \$40 billion. The difference, he outlined, is due in large measure to the \$1.2 billion spent annually for advertising, the \$125 million for product research, the several hundred million dollars for salesmen.

Food manufacturers, he said, "consider advertising the life blood of their business."

In a commentary, illustrated with the advertising pages of recent magazines (although it was noted that radio or TV commercials would serve just as well), James Nelson, vice president and creative director of Hoefer, Dieterich & Brown, San Francisco, pointed out that the people in many of the ads "don't look like me, don't look like you and they don't look like the people who shop at my supermarket, or ride my bus, or sell me a cup of coffee in the morning, or teach my kids, or pass me on the highway in their Cadillacs and Plymouths and VW's."

A good advertisement, Mr. Nelson said, needs facts, and logic, but most of all "the presentation of your precious facts in a manner that people can believe."

"Retail advertising doesn't pull like it used to pull," Stanley Marcus, president of Neiman-Marcus of Dallas, said Wednesday. "As a matter of fact, it doesn't pull very well at all."

Speaking at a retail advertising session, Mr. Marcus called the lack of

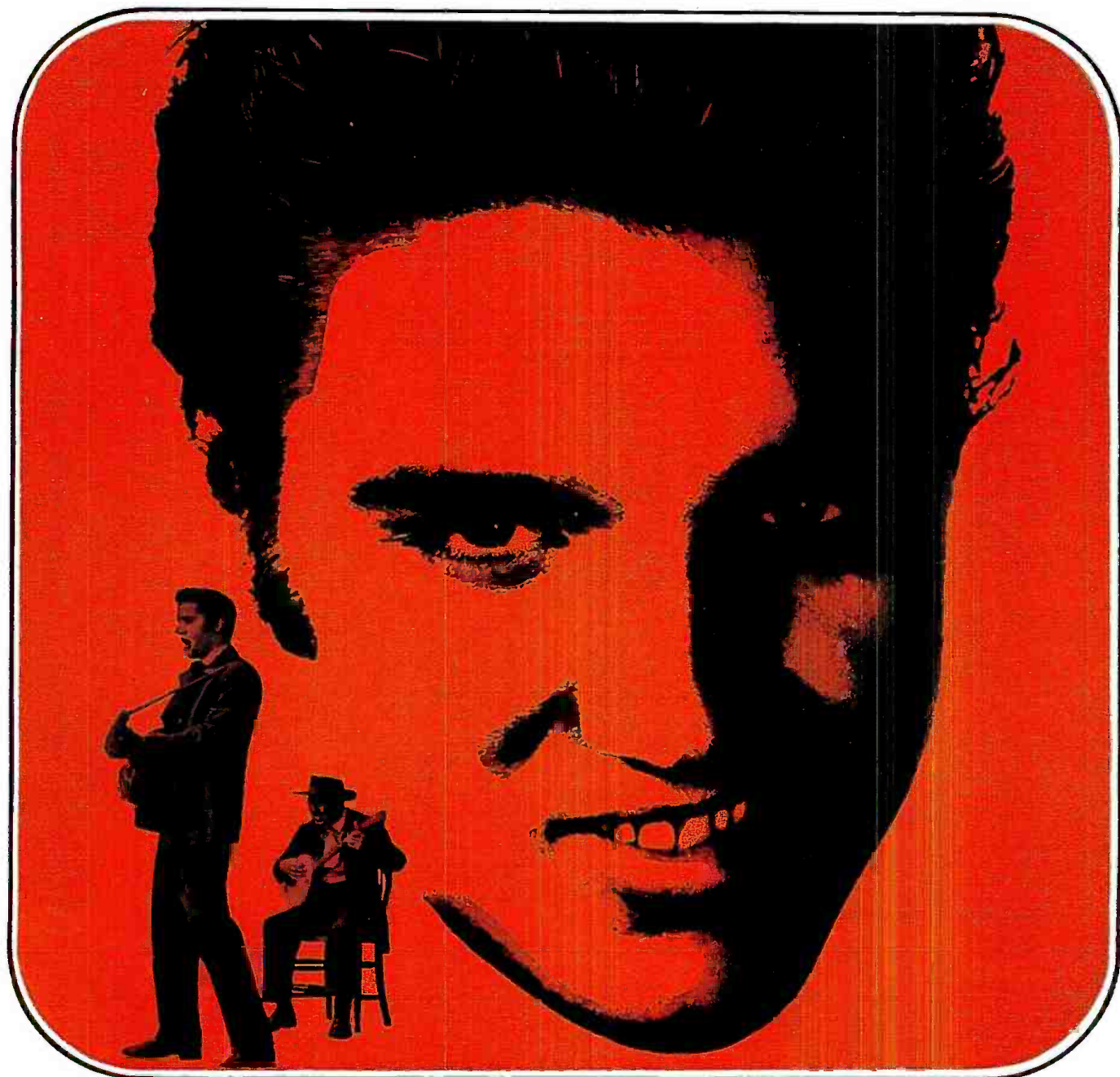
Age is not a factor

The Schwerin Research Corp. reported last week that the average commercial is as effective today as it was four years ago.

Schwerin used the results of tests in 15 product classes, covering 857 commercials, comparing those made in 1959 and 1960 and those made from 1961 to 1963. The comparison was undertaken to study commercial TV effectiveness in the "age of the clutter," and in general, SRC data supports the critics of clutter.

The so-called "island" commercial—protected from the encroachment of other commercials—tends to do better than the station break, and the commercial in the sponsored program tends to do better than the participating spot.

LOVE ME TENDER



ELVIS PRESLEY, DEBRA PAGET
RICHARD EGAN

VOL. 7—"FILMS OF THE 50's"—NOW FOR TV
FIFTY OF THE FINEST FEATURE
MOTION PICTURES FROM SEVEN ARTS

Seven Arts "Films of the 50's"—Money makers of the 60's

VOLUME SEVEN



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. Orchard 4-5105
DALLAS: 5641 Charleston Drive Adams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West Empire 4-7193

For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

What brewers spent on TV in 1962

Television advertising accounted for 55.9% of total media expenditures in 1962 by the 10 leading brewers (determined by total product sales)—a 4.8% increase over the previous year, according to Television Bureau of Advertising.

Gross time expenditures by the ten top brewers amounted to \$35,966,987 compared with \$29,307,877 for the same firms in 1961. Total media space and time billings for

the group rose to \$64,386,511 from \$57,313,306.

For the second consecutive year Jos. Schlitz Brewing Co. ranked first in both total advertising and television billings. Gross time expenditures by the company increased to \$8,984,876 last year from \$5,409,588 in 1961.

Falstaff Brewing Corp., which ranked second in television advertising, increased its billings to \$6,016,-

174 from \$3,816,143, boosting its television share to 73.9% from 69.5%.

Falstaff led the group in network expenditures while Schlitz was heaviest in spot TV.

Anheuser-Busch, third in total tv expenditures, was second high in spot TV buying with an outlay of more than \$5.5 million in 1962.

Pabst and Canadian Breweries also were heavy in TV spot.

1962 TOP 10 BREWERS* (TOTAL PRODUCT SALES) MAJOR MEDIA ADVERTISING EXPENDITURES GROSS TIME AND SPACE

	Total TV	Magazines	Newspapers	Outdoor	Total	% TV
Jos. Schlitz Brewing	\$ 8,984,876	\$2,179,555	\$ 473,841	\$ 2,585,688	\$14,223,960	63.2
Falstaff Brewing	6,016,174	420,786	158,879	1,548,077	8,143,916	73.9
Anheuser-Busch	5,467,288	2,080,616	916,364	4,625,936	13,090,203	41.8
Pabst Brewing	4,600,094	22,033	587,015	1,752,894	6,962,036	66.1
Canadian Breweries (Carling)	3,901,557	637,152	485,135	716,024	5,739,868	66.8
P. Ballantine & Sons	2,216,143	482,614	805,973	962,840	4,467,570	49.6
Theo. Hamm Brewing	2,059,875		490,961	1,437,167	3,988,003	51.7
F. & M. Schaefer Brewing	1,806,490		148,344	845,391	2,800,225	64.5
Miller Brewing	634,080	940,348	1,115,357		2,689,785	23.6
Liebmann Breweries	280,410	126,828	1,323,237	550,470	2,280,945	12.3
Totals	\$35,966,987	\$6,889,931	\$6,505,106	\$15,024,487	\$64,386,511	55.9

Sources: Network TV: TVB/LNA-BAR
Spot TV: TVB/Rorabaugh
Magazines: PIB

* Distributors excluded

Newspapers: Bureau of Advertising
Outdoor: Outdoor Advertising, Inc.
Sales: Modern Brewery Age

1962 BREWERS AND DISTRIBUTORS TV GROSS TIME BILLINGS

	Network	Spot	Total TV		Network	Spot	Total TV
Schlitz Brewing	\$2,382,126	\$6,991,400	\$9,373,526	Pearl Brewing	12,463	1,279,730	1,292,193
Falstaff Brewing	3,415,614	2,794,360	6,209,974	Drewrys Ltd., U. S. A.		1,005,850	1,005,850
Anheuser-Busch	546,138	5,577,190	6,113,328	Duquesne Brewing		979,740	979,740
Pabst Brewing	212,764	4,475,430	4,688,194	Lucky Lager Brewing		972,340	972,340
Canadian Breweries	166,317	4,419,330	4,585,647	George Wiedermann Brewing	19,947	810,720	830,667
P. Ballantine	985,613	1,230,530	2,216,143	National Brewing	124,957	649,400	774,357
Hamm Brewing	248,975	1,881,600	2,130,575	Miller Brewing		665,530	665,530
Schaefer Brewing		1,895,450	1,895,450	Narragansett Brewing	18,681	558,490	577,171
C. Schmidt & Sons		1,837,620	1,837,620	Burger Brewing		297,130	297,130
Stroh Brewery		1,690,300	1,690,300	Liebmann Breweries		280,410	280,410

Sources: Network: TvB/LNA-BAR; Spot: TvB-Rorabaugh

pulling power of retail advertising "symptom number one" of the numerous ailments from which it is suffering.

"Symptom number two," Mr. Marcus went on, "is that retail advertising doesn't do a very good job of image building . . . this leads to symptom three: retail advertising is for the most part dull, uninteresting, unexciting and ugly."

Mr. Marcus directed his clinical analysis of retail towards its use of newspaper space, noting that "while retailing has made some use of radio and a slight use of TV . . . the bulk of retail advertising budget has gone into newspapers."

Gardner expands in West

A broadcast buying operation will be established by the Hollywood office of Gardner Advertising Co. for purchase

of spot radio and television schedules in the Pacific and Mountain States. Buying operations will begin Aug. 1 when Ralph Neugebauer, media supervisor in the St. Louis office, will be transferred to the West Coast.

Business briefly . . .

General Mills Inc. will sponsor NBC-TV's 15-minute pre-All-Star baseball game show, *All-Star Scouting Report* (Tuesday, July 9, 12:30-12:45 p.m. EDT). The show, packaged by Tel Ra Productions, will feature action film clips of all-star players. Agency: Knox Reeves Advertising, Minneapolis.

Zenith Radio Corp. and Amana Refrigeration Inc. will sponsor NBC-TV's color television coverage of the World Series of Golf, Sept. 7 and 8 (4:30-6

p.m. EDT both days) from Akron, Ohio. The tournament pits the winners of four tournaments—the U. S. Open, the Masters, the British Open, and the Professional Golfers Association (PGA) events—in competition for a \$50,000 first prize. Zenith's agency is Foote, Cone & Belding and Amana's agency is MacFarland, Aveyard & Co., both New York.

Gulf Oil Corp. through Young & Rubicam will sponsor NBC-TV special on the coronation of Pope Paul VI, Thursday, July 4 (7:30-8:30 p.m.).

Stephen F. Whitman & Son, Bala Cynwyd, Pa. (chocolates), through N. W. Ayer, Philadelphia, has bought 18 commercials a week for 35 weeks on ABC Radio beginning today (July 1). Network spots—divided equally into min-

WYDE Birmingham
and Atlanta's **WAKE**

*announce the
appointment of*

Venard, Torbet & McConnell, Inc.

— effective July 1 —

as exclusive national representatives

Complete information

in these VENARD, TORBET & McCONNELL offices

NEW YORK
579 Fifth Ave.
MU 8-1088

CHICAGO
35 E. Wacker Dr.
312-782-5260

DETROIT
808 Penobscot Bldg.
WO 3-4075

ST. LOUIS
Syndicate Trust Bldg.
304-241-3444

DALLAS
Dallas Fed.
Sav. & Loan
214-742-5101

SAN FRANCISCO
249 Pine St.
415-397-6187

LOS ANGELES
1258 N. Highland
213-466-5427

DENVER
280 Columbine St.
303-377-6526

PORTLAND
1101 Cascade Bldg.
503-228-7284

SEATTLE
412 Jones Bldg.
206-682-3377

utes and 30 seconds—will be supplemented by a spot radio schedule in six markets for an 18-week period and limited television spots on three holidays over ABC-TV and NBC-TV.

The Duncan Coffee Co., through Tatham-Laird, last week purchased regional participation sponsorship of five ABC-TV programs—*The Travels of Jaimie McPheeters*, *McHale's Navy*, *Wagon Train*, *The Jimmy Dean Show*, and *Murphy Martin with the News* (BROADCASTING, June 24).

La Palina Cigars through Compton Advertising, New York; **Employers Mutual of Wausau** through J. Walter Thompson Co., Chicago, and **Thorp Finance Corp.** through Klau-Van Pietersom-Dunlap, Milwaukee, have renewed sponsorship for second year of Green Bay Packer football games on a seven-station network originated by WTMJ Milwaukee. Schedule includes 19 games.

N. Y. meet hears of need for better measurement

The need of and plans for improved measurement services in radio and television were discussed by a panel of speakers at the second annual executive conference of the New York State Broadcasters Association in Saratoga Springs, N. Y., Thursday (June 27).

Thomas McDermott, vice president for radio-television, N. W. Ayer & Son, New York, stated that out of "present difficulties will come better ratings." He urged stations to supply demographic data and information on listening habits and patterns.

Ward Dorrell, vice president and research director of the John Blair Organization, reported Blair has recommended to its stations that they undertake qualitative research and said that 25 of the outlets are complying with this proposal. Mr. Dorrell also said that on July 18 Blair will disclose the results of a radio audience study, based on 2,150 interviews and conducted by The Pulse Inc. He said the study is costing \$50,000.

Ed Bunker, RAB president, gave details of a \$200,000 study of radio's methodology. He said the study, which will be conducted by Audits & Surveys, will seek to determine the dimensions of the radio audience in and outside the home.

Russell, McCloskey form own Chicago ad agency

Two former top executives of Biddle Advertising Co. have announced the formation of their own national agency in Chicago, E. H. Russell, McCloskey

& Co., effective July 1. Edward H. Russell is president and Burr McCloskey is executive vice president.

Mr. Russell has been senior vice president and director of Biddle at Bloomington, Ill., headquarters and had been with that agency 14 years. Mr. McCloskey had been vice president and manager of Biddle's Chicago office. The new agency's address: 200 East Ontario Street.

Ad agency subscribes to central billing

Guild, Bascom & Bonfigli last week became the first advertising agency to subscribe to the full broadcast billing system offered by Broadcast Clearing House.

In announcing the agency's affiliation with BCH, Rod McDonald, vice president in charge of media at GBB, said his agency believes the investment will represent "money well-spent." Formal disclosure of the agreement was made jointly in New York by Mr. McDonald and Lee Mehlig, president of Broadcast Clearing House.

The billing service, designed to handle the processing, adjusting and paying of spot television and radio orders, will go into effect today in San Francisco with GBB's Foremost Dairies account and will eventually take over all the agency's accounts.

According to 1962 figures, GBB did an estimated \$13.1 million in broadcast, representing 81.4% of its total billing.

MBS sets first new rate card in 3 years

DISCOUNT RATES ALSO UNDERGO SLIGHT ALTERATION

A new rate card for Mutual establishing new classification for 39 of the radio network's 124 weekly time spots and making a slight change in discount rates goes into effect today (July 1).

The rate card, marking MBS's first rate change since April 1, 1961, was prompted, according to Arthur Okun of the network's sales department, by "increased ratings and increased advertisers' demand."

President Robert F. Hurleigh called the rate changes a "good indication of growth," and cited "the wonderful progress that our network has made."

Rates for the specific classifications remained the same as listed by the previous rate card: AA—\$650 for 60 seconds, \$495 for 30 seconds; A—\$575 for 60 seconds, \$435 for 30 seconds; B—\$480 for 60 seconds, \$375 for 30 seconds; C—\$400 for 60 seconds and \$300 for 30 seconds.

In 34 of the time periods, however, classifications were advanced by one designation, primarily during early evening time and on the weekends.

Of the broadcast amount, the agency says \$4.2 million went into spot television. It is estimated \$2.8 million went into spot radio.

The centralized billing process, it is hoped, will reduce the current paper jungle which exists in placing spot television and radio buys. Broadcast Clearing House presented as an example the case of an agency placing time orders on 1,000 stations for a four-month campaign. The agency, according to BCH "will receive 4,000 bills and issue 4,000 checks in payment. With BCH, only four bills are received and only four checks are issued by GBB." To facilitate the process, GBB has asked all station reps working on its clients' campaigns, to use a standardized time order drawn up by Broadcast Clearing House.

Mr. McDonald said that as a result of using BCH, his agency hoped "to be able to buy more spot with the same number of people, thereby saving personnel, money and time."

O'Connor adds 3 offices

Roger O'Connor Inc., New York, station representative, has added three new offices in Seattle, Portland, Ore., and Denver.

The new offices are Feltis/Dove/Cannon Inc., Tower building, Seattle; telephone 206-623-1868 and Morgan building, Portland; telephone; 503-227-5754; and Bob Hix Co., 280 Columbine Street, Denver; telephone: 303-377-6526.

Sunday time slots between 9:30 a.m. and 6:30 p.m. (excluding the 1:30 period) were advanced from Class B to Class A. Saturday time periods between 9:30 a.m. and 6:30 p.m. were advanced from A to AA, and Monday through Friday periods between 5:30 p.m. and 7:30 p.m. were advanced from A to AA designation.

The network's 1:30 p.m. spot Monday through Friday was reduced from AA classification to A.

A new discount rate was also introduced with the rate card, with MBS now offering a 15% discount to a client spending more than \$15,000 per week with the network. A slight change was made in the discount rate for clients purchasing time for 39-51 consecutive weeks, advancing from 7% to 7½%. Other discount rates remained as follows: (weekly dollar volume) \$2,000-\$3,999—2½%; \$4,000-\$6,999—5%; \$7,000-\$9,999—10%; \$10,000-\$14,999—12½%; (consecutive week discount) 13-25 weeks—2½%; 26-38 weeks—5%; 52 weeks or more—10%.



* SON OF PALEFACE
 MY FAVORITE BRUNETTE
 * SEVEN LITTLE FOYS
 THE LEMON DROP KID
 THE GREAT LOVER
 * ROAD TO BALI
 ROAD TO RIO

THEY'RE
 ALL
BOB
 IN THE
7
 BIG
HOPES

WITH A TROOP OF BIG NAMES

BING CROSBY
 JANE RUSSELL
 DOROTHY LAMOUR
 ROY ROGERS
 MARILYN MAXWELL
 RHONDA FLEMING
 PETER LORRE
 LON CHANEY
 LLOYD NOLAN
 JIM BACKUS
 MILLY VITALE
 GEORGE TOBIAS
 ROLAND YOUNG

* color

For more information, rates and promotion material, contact your AATV Sales Representative at any one of these locations.

ALLIED ARTISTS TELEVISION CORP. OFFICES: 165 W. 46th St., New York, New York • 1232 So. Michigan Ave., Chicago, Illinois
 4376 Sunset Drive, Hollywood, California • 2204 Commerce St., Dallas, Texas

CHECK A.A.T.V.'s POWERHOUSE PROPERTIES / CAVALCADE OF THE 60's GROUP I AND II / SCIENCE FICTION / EXPLOITABLES / THE BOWERY BOYS / BOMBA / DIAL "AA" FOR ACTION



BROADCASTING, July 1, 1963



Smile by Drury

Offhand, we don't recall what the man said that provoked the Virginian's famous warning, "When you call me that, smile!"

One thing we're sure the fellow *didn't* call the Virginian was gabby. There's hardly been a more laconic hero in American fiction.

There's hardly been a more attractive one, either, and—stranger—we're smiling about *that*. Ever since we introduced "The Virginian" to tele-

vision—as the medium's first effort to give a weekly adventure-drama the feature length it deserved—this 90-minute series has been riding the competition right off the trail.

As everybody on both sides of the Medicine Bow Mountains knows by now, "The Virginian" will be back this Fall, again in color, as a highlight of NBC-TV's diversified 1963-'64 schedule.

The title part, naturally, will continue to be in the hands of young James Drury. Neither we nor the millions of viewers who have enjoyed his

THE VIRGINIAN



strong, authoritative performances can even *think* of anyone else in the role.

And just as pivotal is Lee J. Cobb's contribution as ex-Judge Garth, a cattle baron dedicated to the proposition that two thousand head are better than one. There's precious little we can add to the accolades already earned by Cobb in almost three decades of Broadway, motion picture and television stardom.

Also returning to the set (which means the actual Wyoming mountain-and-prairie locale as

well as the Hollywood studios) are co-stars Doug McClure as Trampas, Gary Clarke as Steve, and Roberta Shore as Betsy Garth.

"The Virginian," of course, is but one attraction in a wide-ranging Autumn schedule that spans proven favorites like "Dr. Kildare" and "Sing Along With Mitch," and such eagerly-awaited newcomers as "The Lieutenant" and Imogene Coca's "Grindl." With so powerful an assortment of shows just around the bend, no one has to remind us to smile.

NBC

Look to NBC for the best combination of news, information and entertainment.

C-E, Chevrolet win 2 firsts at Cannes

The Chevrolet division of General Motors and its agency, Campbell-Ewald, were awarded first prize last week in the TV commercial section of the 10th International Advertising Film Festival in Cannes, France.

The top prize was given for Chevrolet's "truck egg test" series which pictures a basket of eggs attached to the rear axle of a truck demonstrating a "smooth ride." The commercial was entered in the live-action over 45-second class. It was produced by Ty Thyssen and David Greene.

Chevrolet and Campbell-Ewald also won first place in the "cinema" class for a 55-minute advertising film entitled "Four Different Kinds."

Other United States entries taking first places and their categories: Mennen Co., through Grey Advertising, for Baby Magic lotion, produced by WCD Productions and Saul Bass & Associates, live action over 45 seconds; Eastman Kodak, through J. Walter Thompson, camera commercial produced by Sutherland Associates, over 45 seconds using animated objects, and Goodyear Tire & Rubber through Young & Rubicam, for tires, produced by VPI Productions, 60-

second commercials in a live action series.

Second place U. S. winners and their classes: Redfield Importers for Martini & Rossi vermouth, through Reach McClinton, produced by Screen Gems, live action up to 20 seconds; Mishawaka Rubber for shoes, through Campbell-Mithun, produced by Sarra Inc., live action 20-45 seconds, and Polaroid Corp. for cameras, through Doyle Dane Bernbach, produced by Pelican Films, live action over 45 seconds.

Tobacco ads may be subject at meeting

The question of a major change in cigarette advertising in the general use of television and radio by tobacco companies may come up for discussion next week at a scheduled Tobacco Institute meeting in Washington.

A tobacco company spokesman indicated, however, that to his knowledge advertising policies were not on the agenda. But he acknowledged that the subject could come up at the behest of one of the companies.

It was also asserted by spokesmen that individual companies do not necessarily follow any decision made by the Tobacco Council. Representative firms among the tobacco majors checked last

week termed renewed reports of imminent changes in tobacco broadcast advertising policy as "speculation."

The tobacco ad issue was pushed to the forefront when leading cigarette manufacturers in the U.S. disclosed during the week of June 17 that they plan to abandon college-campus advertising and promotion in the U.S. and an announcement was made by three major Canadian tobacco companies that they are moving television advertising into hours after 9 p.m. (BROADCASTING, June 24).

Major companies continue to maintain they do not expect to effect any changes in their basic television advertising policies. They note that in their national advertising they do not seek teen-agers but the adult audience. An advertising executive at a tobacco company said his firm continually emphasizes that television purchases are to be made on the strength of program appeal, and he expects no change in future buying.

Ban Requested ■ Another challenge to the cigarette advertiser meanwhile came from the United States Post Office asking for a voluntary ban on cigarette samples in the mails to avoid possible "restrictive legislation." The warning was issued by Postmaster General J. Edward Day in a letter sent last week to George Allen, president of the Tobacco Institute.

Tobacco advertisers have taken pains to disclaim any notion that they seek to promote or encourage smoking among the youth of the country. Mr. Day said, however, that the samples, initiated by a member company of the institute, "can and often will fall into the hands of small children before the adults in the family are aware of the unsolicited samples arriving."

Mr. Day said cigarette samples were sent third class in Schenectady, N. Y., and addressed to the "adult occupant" of the house, noting, however, that the post office cannot confine deliveries to specific kinds of individuals.

Rep appointments . . .

■ WSLs Roanoke, Va., and WLOD Fort Lauderdale, Fla.: Roger O'Connor Inc., New York, as national representative.

■ KPUB Pueblo, Colo.; KRZY Albuquerque, N. M., and KMOP Tucson, Ariz. (both alone and in combination with KHAT Phoenix, Ariz.): Ewing/Radio, Los Angeles, as sales representative. E/R handles only country-and-western music stations.

■ KAKE Wichita, Kan.: Robert L. Williams Co., New York, as national representative.

■ WNHC-AM-FM New Haven, Conn.: Mort Bassett & Co., New York, as national representative.

WAVE RADIO AND TV

ARE

IN VARIABLY

EFFECTIVE

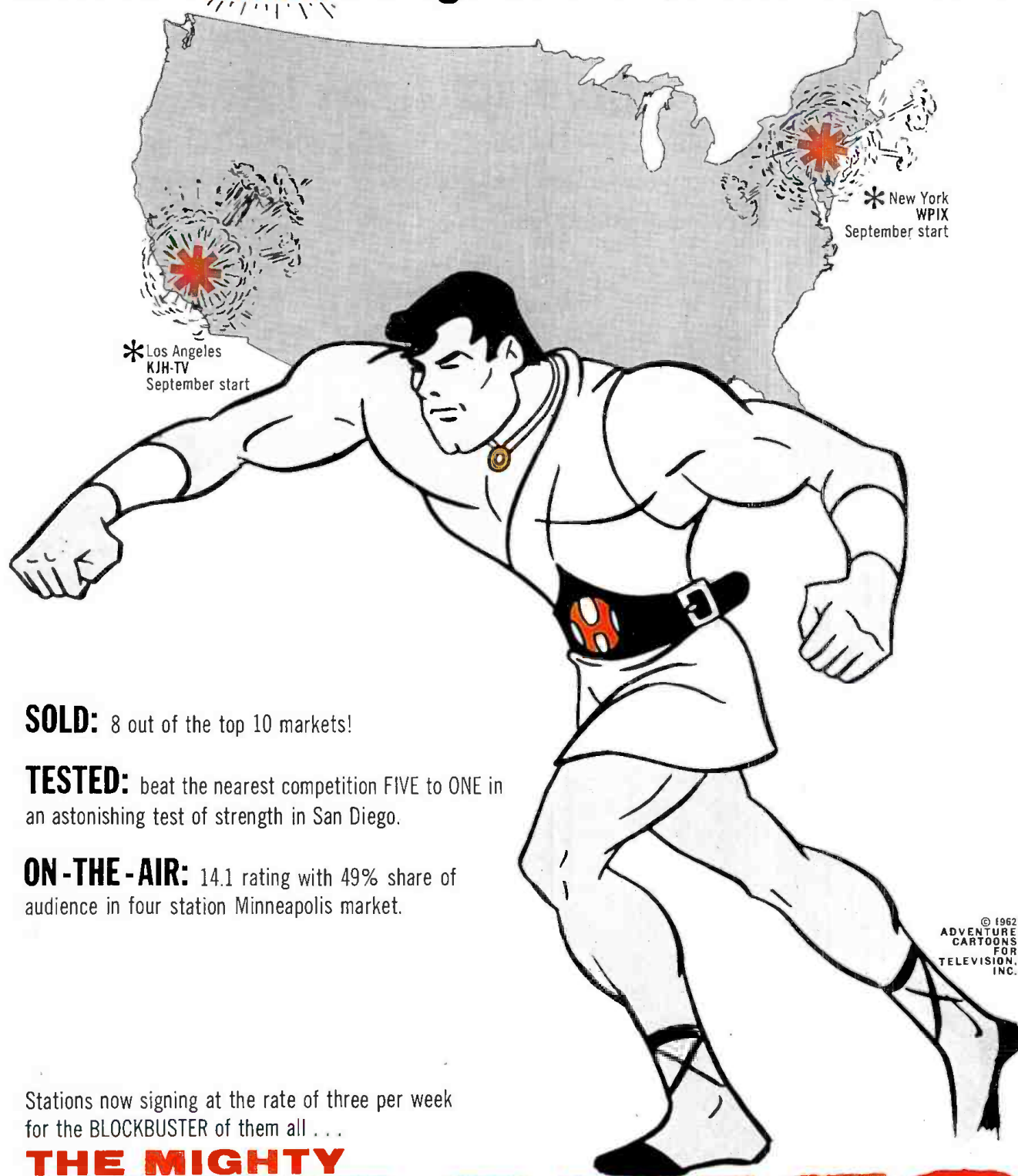
LOUISVILLE

BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

All set to **BLAST** rating records from coast to coast*



SOLD: 8 out of the top 10 markets!

TESTED: beat the nearest competition FIVE to ONE in an astonishing test of strength in San Diego.

ON-THE-AIR: 14.1 rating with 49% share of audience in four station Minneapolis market.

Stations now signing at the rate of three per week for the BLOCKBUSTER of them all . . .

THE MIGHTY

HERCULES

TV'S MIGHTIEST NEW CARTOON SERIES

130 COMPLETE EPISODES: 5½ MINUTES EACH, AVAILABLE IN B & W OR COLOR, BACKED BY POWERHOUSE PROMOTIONAL AND MERCHANDISING CAMPAIGNS.

TRANS-LUX TELEVISION CORPORATION NEW YORK • CHICAGO • HOLLYWOOD • MIAMI BEACH

NAB boards resolve to fight back

COYLE RESOLUTION CALLS FOR ATTACK ON 'UNDUE ENCROACHMENT'

A very real threat of increased government regulation and domination of radio and television was an uninvited guest at the National Association of Broadcasters' board meetings in Washington last week.

"Whereas recent proposals for greater government control of broadcasting . . ." began a resolution adopted by the board setting up a concentrated and unified industry counter attack.

Much of the individual radio and TV boards' time was devoted to commercial time standards in their respective codes and a fear of government reprisal if they are relaxed (see page 46).

And, in a report to the board, NAB Vice President Paul Comstock outlined the association's massive campaign to oppose the FCC rulemaking to adopt the time standards. "Simply stated," he said, "it would destroy free broadcasting."

Coyle Gets OK ■ John Coyle, a new radio board member from KVII, Dallas, successfully pushed a resolution through

the combined boards setting up an NAB plan of attack against not only the time standards rulemaking but many other recent proposals and actions of the FCC. Mr. Coyle first introduced his resolution at the joint board meeting Thursday, and again the next day at the TV meeting. It was first tabled at the recommendation of NAB President LeRoy Collins, who felt the matter should be taken up at a joint board meeting.

On Thursday, the radio board made several changes in the Coyle resolution. Later Thursday, at an unusual night session, the combined radio-TV boards adopted the resolution as an official NAB action.

The resolution establishes a committee of broadcasters from each state to motivate widespread contacts with members of Congress to get broadcasting's story across. It also authorizes an intensified public information program to tell the industry's story to the public and the postponement of other NAB

activities for the duration of the present emergency if necessary. The resolution follows:

"Whereas recent proposals for greater government control of broadcasting threaten to destroy the American system of free broadcasting and are inimical to the best interests of the American people;

"And whereas it is the duty and the obligation of the National Association of Broadcasters to assist its members and protect the publics they serve against undue encroachment by government in the affairs of free broadcasting;

"Be it resolved, that the National Association of Broadcasters forthwith undertake a continuing campaign to acquaint the people and their elected representatives with the mounting danger to every citizen's inherent freedoms which would result from further government control of what is said and shown on the air.

"There be established a committee of broadcasters, representative of each

New board chiefs take command at NAB



Mr. Quarton

Mr. McCollough

William B. Quarton won election last week as chairman of the National Association of Broadcasters board of directors after a strong showing by a rival candidate that for a time threatened a deadlock.

The 44-man NAB board of directors balloted six times at its initial meeting last Tuesday afternoon without giving any candidate the three-fourths vote (33) required for

election under the by-laws. At that point, Willard Schroeder withdrew his candidacy giving the NAB's top position to Mr. Quarton, president of WMT-TV and executive vice president of WMT, both Cedar Rapids, Iowa.

Originally, there were three candidates for the chairmanship. Henry B. Clay, executive vice president of KTHV(TV) Little Rock, Ark., with-

drew after the first ballot. Mr. Schroeder, immediate past chairman of the radio board, is vice president and general manager of WOOD-AM-TV Grand Rapids, Mich.

Also elected last week were James D. Russell, president of KKTU(TV) Colorado Springs, as chairman of the TV board succeeding Mr. Quarton, and Glenn Marshall Jr., president-general manager of WJXT(TV) Jacksonville, Fla., as TV vice chairman, a post Mr. Russell vacated.

Mr. Quarton was top man throughout the balloting for board chairman and received 30 votes on the sixth ballot, 3 short of the required number for election. On the first ballot, the new chairman tallied a bare majority of the 44 votes cast with all board members present for last week's meetings in Washington.

Mr. Clay withdrew after the first ballot in accordance with an agreement among the three candidates that the low man on the first vote would drop out. After five more unsuccessful attempts to choose between the two remaining aspirants for board chairman, Mr. Schroeder also withdrew.

Succeeds McCollough ■ Mr. Quarton succeeds Clair R. McCollough,

state, each such committee member to enlist the assistance of others within his state to inform members of the Congress of the United States in regard to the effect of such policies, actions and statements which are a threat to the freedom of broadcasting:

"There be established within the organizational structure of the association a continuing public information program to acquaint the American people with the problems and perils of excessive federal control over broadcasting;

"That, insofar as necessary, other less urgent activities of the association, to be determined by management, be suspended or diminished for the duration of the present emergency situation in order to carry out the purposes expressed herein.

"That the executive committee be directed to give first priority to the implementation of this program and be authorized to draft such other members of the joint board as they deem necessary."

NAB Aghast ■ Mr. Comstock's presentation was directed against the commercial time standards rulemaking of the FCC and made many of the same points as the Coyle resolution. He said the plan would give the federal government a "stranglehold" over private business. "We are so aghast by this single

overriding consequence" that other objections to the rulemaking pale in comparison, Mr. Comstock said.

While broadcasters should seek a favorable resolution of the rulemaking before the FCC, Mr. Comstock also pointed out that appeals should be made to Congress. All members of the NAB must be enlisted in this effort, he said. "This effort must be nonpartisan, nonsectional and massive," the NAB vice president said. "We want no screaming, no freedom marches and no pressure tactics but broadcasters must realize that the government is clutching for the jugular, that they must sink or swim on this issue."

The NAB plans to send personal letters this week to the presidents and secretaries of all state associations delineating the plan of attack and asking for support in lining up stations which are not NAB members.

A concentrated drive for public support will be launched by the NAB public relations office under Director John Couric. The office plans to distribute the broadcasters' side of the fight against FCC adoption of the time standards to the editorial writers of every daily and weekly newspaper in the U. S. and to syndicated columnists. "By all means, we should capitalize on Governor Collins's reputation for criticizing broad-

casting when it is wrong . . . in order to have this document received with the proper objectivity by the newspapers," Mr. Comstock said.

The same materials will be sent to broadcasting stations for their information and guidance. Active liaison will be established with business, public service and charitable groups to seek member support to the broadcasting campaign with Mr. Couric coordinating these activities. And, Mr. Comstock said, "every responsible organization and person in the advertising business should be asked to join us in this effort."

Massive state-level campaigns already are building up against the FCC rulemaking and independent of the NAB. Both the Georgia and North Carolina state broadcasting associations plan trips to Washington this month seeking support of their congressional delegations.

In addition, numerous states have adopted resolutions in recent weeks urging the FCC to rescind its rulemaking and seeking support of their state delegations in Congress. Latest states to take such action were Colorado, Florida and Virginia.

Comments on the FCC rulemaking now are due Sept. 15. The date was suspended from July 30 at the request of the NAB, which had sought a Nov. 1 deadline.

president and general manager of the Steinman Stations, as board chairman. Mr. McCollough, who held the post for two years, turned the meeting over to Mr. Quarton immediately after his election. Mr. McCollough also retires from the NAB TV board, having served two consecutive two-year terms, the maximum under the by-laws.

Mr. Quarton was elected to the TV board in 1960 and re-elected last year. He has only one more year to serve and will not be eligible to continue on the board so a new chairman will be named in 1964. Mr. Schroeder, who was succeeded as radio board chairman at the NAB convention by Ben Strouse, WWDC Washington (BROADCASTING, April 8), was re-elected to the radio board in April for two more years. Richard Chapin, KFOR Lincoln, Neb., is vice chairman of the radio board.

A 60-year-old native of Algona, Iowa, Mr. Quarton entered broadcasting in 1931 with KWCR (now WMT) Cedar Rapids. He is past president of the Iowa Broadcasters Association (1951), past chairman of the CBS-TV affiliates board (1960), former chairman of the NAB TV code review board (1957-

58) and was co-chairman of the 1962 NAB convention as vice chairman of the TV board at the time. Currently, Mr. Quarton is a director of the Association of Maximum Service Telecasters and the Association on Broadcasting Standards.

Mr. Quarton owns 31% of WMT TV Inc., which in turn owns WEBC Duluth, Minn., and WWMT Ft. Dodge, Iowa.

Mr. Russell, who moves up a step to chairman of the TV board, has been in broadcasting since 1945, when he built WHIR Danville, Ky., his native state. He has been part owner (23%) of KKTU(TV) since the station went on the air in 1952. KKTU also owns KFMH(FM) Colorado Springs and KGHF Pueblo, Colo.

A native of Atlanta, Mr. Marshall

joined WMBR (now WJXT) Jacksonville in 1934. When the Post-Newsweek Stations purchased WMBR-AM-TV in 1953, Mr. Marshall remained with the new owners. WMBR later was sold and the TV call was changed to WJXT.

All of the elections were for one-year terms, as were those in April for the radio board.

Election Dates ■ The board decreed that all future elections of a joint chairman and radio and TV chairmen and vice chairmen will be held at the board meeting following the annual NAB convention. In the past, the TV board has elected its new officers at the convention while the joint chairman and radio officers have been elected in June.

This year, however, the radio and TV boards reversed their original order of elections.

At its closing session Thursday night, the board wired a vote of thanks and appreciation to Mr. McCollough for his two years service as chairman. Mr. McCollough also was invited to attend the January 1964 board meeting in Sarasota, Fla., to receive a suitable token of appreciation from the present board members.



Mr. Russell

Mr. Marshall

FCC policy plan is main NAB board topic

CODE BOARDS, RAB STUDY ARE INCLUDED ON AGENDA

A determined board of directors of the National Association of Broadcasters last week outlined its strategy against the FCC and further government inroads into broadcasting.

In a series of major decisions at the three-day Washington meetings:

- The radio board rejected completely recommended changes in the radio code time standards and the TV board voted down the major portion of the changes its code board had favored (see story this page).

- Industry wide drives to gain public and congressional condemnation of the FCC rulemaking were outlined and approved (see page 44).

- William Quarton, WMT-TV Cedar Rapids, Iowa, was elected chairman of the NAB board in a hotly contested race (see page 44).

- The Radio Advertising Bureau's request for NAB support in a crash study of radio audience measurements was tabled, ending the RAB's three-month campaign for a joint study.

Tabled at least until January were the plans of NAB President LeRoy Collins to organize a program department within the association.

All 44 members of the NAB radio and TV boards (29 radio, 15 TV) were present for the meeting, which ended with an unusual Thursday night session. A scheduled Friday joint board meeting was moved up to Thursday night because President Collins left Friday for England (BROADCASTING, June 24).

The board firmed the association's annual convention plans through 1967, with three of the next four conventions to be held in the Conrad Hilton Hotel in Chicago. The dates are April 5-8, 1964, Hilton; March 21-25, 1965, Shoreham and Sheraton Park hotels, Washington; March 27-30, 1966, Hilton; April 2-5, 1967, Hilton.

An executive committee, consisting of the chairman of the combined boards and the radio and TV chairmen and vice chairmen was formed by the board. Its duties will be to interpret NAB policy and initiate policy considerations for board action. The executive committee held its first informal meeting last Wednesday.

No RAB Marriage ▪ Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB research committee and ratings council, told the board those groups were not recommending NAB support at this time of the "crash" radio ratings study by the RAB. He said NAB and RAB are pledged to work together, however, to find a common ground

for methodology studies on how radio listening could best be measured.

The board went along with Mr. McGannon's recommendation and no action was taken on the RAB invitation for a combined study and a \$75,000 NAB contribution. Many RAB board members feel RAB is interested only in a total audience figure for radio and is not concerned with correcting the ills of audience measurements.

Mr. McGannon reported on the activities of the two related NAB groups he heads (BROADCASTING, June 17) and plans for an exhaustive study of ratings methodology. He said the ratings council is laying the groundwork for machinery to accredit ratings services who apply for approval and agree to unannounced audits. The council will seek representation among its membership by advertisers and agencies, Mr. McGannon said, and the American Association of Advertising Agencies again will be invited to join as a full member.

The board ordered a further report

on the subject at its next meeting in January.

Further Study ▪ A plan to organize a program department within the NAB was tabled last week by the board. The board took no action on the principle of having such a service for its members and ordered a continuing study of the matter.

Governor Collins recommended the establishment of a program service during the association's convention in Chicago (BROADCASTING, April 8).

Several board members expressed enthusiasm over a joint NAB-Parvin Foundation campaign to use radio-TV in the Dominican Republic to help stamp out illiteracy. Supreme Court Justice William O. Douglas is president of the foundation. The NAB budgeted \$15,000 for the program and an appeal will be made for financial support from U. S. radio and TV stations. NAB said the program needs 50,000 radio receivers and 2,000 TV sets.

The alphabet system of instruction developed and pioneered by the Triangle Stations' WFIL-TV Philadelphia will be used in the project.

CODE BOARDS GET COLD SHOULDER

Collins pitch to radio-TV board surprises Swezey

Both the National Association of Broadcasters radio and TV boards slapped down their respective subordinate code boards last week and refused to adopt recommendations that the commercial time standards within the codes be liberalized.

NAB President LeRoy Collins took the floor at the TV meeting Wednesday and again at the radio session Thursday to argue against the changes in present maximums on the permissible number of commercial minutes contained in the codes. Governor Collins' opposition came as a surprise to NAB Code Authority Director Robert Swezey, who told the TV board he had not had an opportunity to consult with the president on the proposed changes before last week's meeting.

Two weeks prior to the parent board sessions, the TV code board had recommended deletion of the present maximums based on commercial minutes and substitution of a percentage formula (BROADCASTING, June 17). And, a week to a day before the radio board meeting Thursday, the radio code board approved a change setting up triple national standards with each subscriber free to choose which one he would follow (BROADCASTING, June 24).

The TV board did approve an amendment allowing stations to compute commercial content during prime

time on a percentage basis (17.2% maximum) and permitting each subscriber to designate any three evening hours as "prime time."

Many of those board members who voted against changes in the time standards cited a fear that this would give the FCC added impetus to act. They said the codes are a tangible and successful example of self-regulation and that to amend them now would be a step in the wrong direction.

The commercial time standards within the codes have been a major industry problem since the FCC asked for comments on a plan to adopt these standards as commission rules (BROADCASTING, May 13).

Russell Breaks Tie ▪ New TV Board Chairman James Russell, KKTU-TV Colorado Springs, Colo., was called on to cast a tie-breaking vote in his board's deliberations on the code changes. Originally, six members of the board voted to accept the code board's recommendations for percentage standards during the entire day and six favored only the prime time change. Mr. Russell cast a deciding vote backing the latter position, which later picked up another vote for a final 8-6 count.

After the amendment had been re-drafted and presented again to the board, the vote was announced as unanimous.

As amended, the code will allow a

station to program 17.2% commercial time during three prime evening hours rather than the present 5 minutes 10 seconds per 30-minute period. The same maximum amount of commercial time will prevail over a given hour but the change "permits greater flexibility in scheduling commercials" over an hour rather than a half-hour period, NAB said.

Code subscribers will be permitted to establish their own "prime time" three hours under the amendment.

The TV board rejected the recommendation that subscribers be permitted to program 30% commercial in any given nonprime hour provided that the day's average does not exceed 20%.

Thus, the TV board has written finish at least temporarily to widespread efforts to liberalize the code. Mr. Swezey has labeled the time standards "ineffective" and said they have outlived their usefulness (BROADCASTING, May 27). He recommended, however, that they be maintained pending a broadcaster-advertiser study in search of a replacement.

Collins, Swezey Differ ■ Mr. Swezey and William Pabst, KTVU(TV) Oakland-San Francisco and chairman of the code board, presented the proposed changes to the TV board and recommended their adoption. President Collins then spoke in opposition, saying it would be unfortunate to liberalize the standards which would give the government more incentive to move into this area of self-regulation.

The code authority director informed the TV board in the closed session that he was not previously aware the NAB president opposed the code board's proposed changes.

Radio board members refused to make any change in the present time standards and flatly rejected its code board's recommendations that present commercial maximums of 14 minutes per average hour or 18 minutes for any given hour (with proportionate breakdowns for lesser time periods) be junked. The code board would have substituted three classifications of subscribers—Schedule A, 18 minutes per hour maximum; Schedule B, 20 minutes, and Schedule C, 22 minutes.

A code subscriber would have been free to select the classification to which he wanted to subscribe, with all three classes permitted in one market.

The radio board said it recognized the complexity of the problem under the existing code but that the three-schedule system was not the answer.

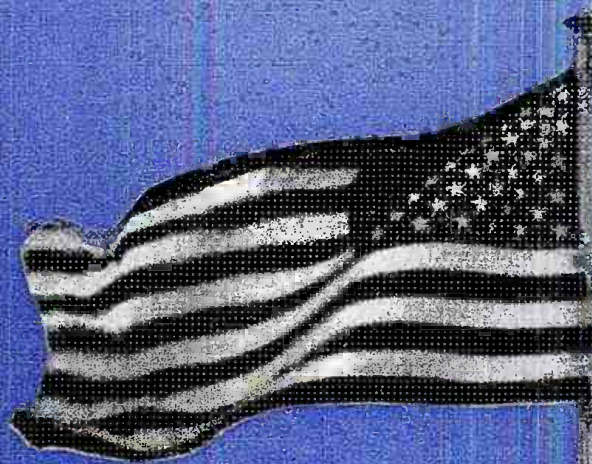
A combined meeting of the radio-TV boards Thursday night affirmed the NAB's militant opposition to the FCC proposal and heard ways the plan would be fought (see page 46).

BROADCASTING, July 1, 1963

July 4, 1776

*"If a nation expects to be ignorant and free
it expects what never was and never will be."*

Thomas Jefferson



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Broadcast editorializing under attack

ITS POWER IS FEARED BY CONGRESSMEN WHO WANT PROTECTION

Broadcasters and congressmen, who haven't seen eye-to-eye about equal time restrictions on political broadcasts, are squaring off for a battle over political editorializing that could make some of their past exchanges look like a sparring match.

Editorializing, political broadcasts, equal time, the "fairness doctrine" are all tied up in the minds of congressmen who are beginning to worry about the breaks they'll get on the air in the 1964 campaigns. Last week a Senate subcommittee held hearings on measures to liberalize Section 315, the political broadcasting law (see page 49). Next will be hearings in the House on broadcast editorializing. To judge by questions about editorializing that were asked by senators during last week's hearing on Section 315, the editorializing hearings will be lively.

Representative Walter E. Rogers (D-Tex.), chairman of the House Communications and Power Subcommittee, will conduct the editorializing hearings July 15. Last week he spelled out in detail how the hearings would be conducted. He also wrote letters to all of his fellow U.S. representatives and senators telling them just what he was going to do and inviting them to the hearing to let the subcommittee know about any campaign experiences they may have had with broadcasters.

Last Thursday, Mr. Rogers said the questions involved in the upcoming hearing include:

- Whether the policy lines established in the FCC's 1949 report on editorializing are being sufficiently respected by broadcast licensees. That report marked a reversal of commission policy and set down guidelines "under which broadcasters have exercised the editorializing privilege to this date."

- Whether this is the "proper policy to be established by the government of the United States." Before 1949 the FCC had followed the policy of its Mayflower decision which forbade editorializing by licensees.

- "Whether some additional safeguards should be established through legislation to insure that licensees fulfill their obligation." The subcommittee has before it HR 7072, a bill proposing equal time requirements for broadcast editorials which was introduced by Representative John E. Moss (D-Calif.) (BROADCASTING, June 24).

"These hearings may show that in establishing safeguards against abuses it would be necessary to differentiate

among the types of editorials," Representative Rogers said. The sessions would seek to establish for the record the varieties of editorial activity being practiced by licensees and their procedures for seeking or permitting an airing of views contrary to their own.

Sweeping Review ▪ Broadcasters, holders of elective office, government agencies and private citizens have been invited to participate in the hearing. A major purpose, Representative Rogers said last week, "will be an essential review of existing practices so that progress can be made in providing guidelines both for the protection of the broadcaster and the public."

Would the hearing infringe on the

Editorial comment

Typical of some broadcasters' response to news that the editorializing hearing would be held was, of all things, a broadcast editorial by WTVJ(TV) Miami, a veteran of editorializing.

Noting that newspapers are not censored in this country, WTVJ said, "... We are alarmed by the announcement. . . . Many broadcasters today do not editorialize because they fear retaliation by those in Washington which might affect renewal of their broadcast license.

"Next month's hearings will provide a further harassment to broadcasters and will certainly not encourage the furtherance of unfettered, courageous, controversial editorializing which is so badly needed in this land. . . ."

licensee's right of free speech? Representative Rogers said in an interview Thursday that such a charge "would be wholly unfounded."

The "purpose of these hearings is not only to protect freedom of speech, but the public's property [the airwaves]," he said.

Representative Rogers's hearing is expected to run about one week and if unfinished then it would recess for the National Broadcast Editorial Conference which will be held at the University of Georgia, Athens, July 25-27. The keynote speech will be delivered by Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, parent of Repre-

sentative Rogers's subcommittee. That speech is expected to reflect some of the developments of the July hearing. A committee professional staff member who is a specialist in broadcast legislation, Kurt Borchardt, will attend the entire Georgia editorializing session.

Senators On Editorializing ▪ Testimony developed at last week's Senate Communications Subcommittee hearing on Section 315 echoed concern about editorializing similar to sentiments expressed in the House.

As soon as Senator Vance Hartke (D-Ind.), lead-off witness, argued for his bill to repeal Section 315, Senator A. S. (Mike) Monroney (D-Okla.), veteran member of the subcommittee, asked what protection broadcasters would have from political editorial endorsements.

Senator Hartke's answer: The fairness doctrine the FCC required in 1949 after repealing the Mayflower decision that had banned editorializing. He also pointed out that his bill (S 1696) also provides that licensees would still be required "to afford reasonable opportunity for the discussion of conflicting views on issues of public importance."

Senator John O. Pastore (D-R.I.), subcommittee chairman, wondered whether Congress shouldn't provide a law requiring fairness. Robert W. Sarnoff, NBC board chairman, called for "guidance" here instead but urged this be done by the FCC through a "rulemaking." He advocated that broadcasters must be allowed to editorialize, but explained that NBC-owned stations have not so far because neither the right format nor technique has been found.

Fairness ▪ FCC Chairman E. William Henry said the fairness doctrine was too broad to be applied with the precision the senators wanted for protection of political candidates opposed by licensees. Section 315, however, deals with candidates "and has relatively precise statutory standards," Chairman Henry said.

He noted that 96% of the 148 radio and TV stations that took editorial stands on candidates in 1962 either broadcast replies or made efforts to encourage replies. The other 4% (five stations) are being investigated by the FCC, he reported, to determine whether they were remiss in their obligation to be fair.

One broadcaster said the complexities of Section 315 and his station's ex-



Outside, waiting to testify in the equal time hearings before the Senate Communications Subcommittee, Robert W. Sarnoff, chairman of NBC (l), discusses earlier testimony points with his chief legal aide, Thomas E. Ervin, vice president and general attorney of the network.



A Democrat and a Republican are on the same side of the Section 315 policy. Paul Porter (l), onetime FCC chairman, agrees it should be suspended; would extend it to other candidates. Rep. William Miller (R-N.Y.), GOP chairman, looks forward to more "Great Debates" in 1964.

treme efforts to be fair to all candidates when it made endorsements resulted in pressures and tensions that led to a fatal heart attack of its news director, Robert Mann.

Barry Sherman, executive vice president of WQXI Atlanta, said the station aired 32 editorials of endorsement in three days, and 10 candidates who took advantage of a reply offer were given a total of 61 rebuttals. "We fulfilled the requirements of fairness but the public interest would have been better served with the airing of more discussions of the basic issues rather than the endless series of rebuttals," Mr. Sherman argued.

"The politicians take advantage [of the fairness doctrine]; I suspect the

lawyers caress it to excess; and the stations spend untold time, energy and, God knows how much money, in trying to fulfill the battery of requirements of a doctrine that nobody really understands."

If Congress waives equal time requirements next year, Mr. Sherman said, "take a good long look at this unwritten 'fairness doctrine.' At least, let us remove the deadly ambiguities."

Complaints — In an attachment to chairman Henry's testimony, listing complaints received by the FCC on Section 315 and fairness grounds, the latter fairly burgeoned in the last 17 months.

In 1962 there were between 800 and 850 complaints against stations alleging

unfair treatment of candidates or issues. In addition the commission received 2,200 complaints regarding the Howard K. Smith broadcast on Former Vice President Nixon.

For the first five months of 1963, the FCC report showed, the commission has received 221 "fairness" complaints — plus 1,370 alleging a predominance of "liberal" views on the air as opposed to "conservative" viewpoint.

Senator Hartke, however, felt certain that the fairness doctrine would protect candidates from complete discrimination. The FCC reviews licenses at the end of each three-year period, he observed, and any abuses by a station would be considered by the commission in deciding whether to renew a license.

Suspension is better than nothing

SENATE HEARING DRAWS PROPONENTS OF SECTION 315 REPEAL

Broadcasters last week urged the U. S. Senate to repeal Section 315, the part of the Communications Act which requires broadcasters to offer equal time to all candidates if they permit one candidate to use their facilities—but all agreed that if that isn't feasible (and it doesn't look as if it is this year), they'd settle for temporary suspensions.

Plumping for outright repeal were Robert W. Sarnoff, NBC chairman; Barry Sherman, WQXI Atlanta (speaking also for the Georgia Association of Broadcasters); U. S. Chamber of Commerce; Corinthian Broadcasting Co.;

and two state governors: Paul Fannin (R), Arizona, and Edmund D. (Pat) Brown (D), California.

All favored the bill (S 1696) introduced by Senator Vance Hartke (D-Ind.), which would delete all of Section 315 except that provision forbidding broadcasters from charging more for political time than they do for regular commercial time.

Scheduled to testify Friday (June 28) were CBS President Frank Stanton and Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters. Both were expected to

ask also for complete repeal of Section 315, or variations. Also expected to appear Friday was John Bailey, Democratic national chairman.

The hearings were held June 26-28 by the communications subcommittee of the Senate Commerce Committee. Senator John O. Pastore (D-R.I.) is chairman of the subcommittee. Under consideration are three Senate bills and the House resolution (HJR 247), passed by the House two weeks ago and which suspends for the 1964 campaign only the equal time requirements for candidates running for president



Broadcasting is a mature medium today, Sen. Vance Hartke (D-Ind.) states. It can be trusted to exercise good judgment on political broadcasts.



Suspension of Section 315 in 1964 only for presidential and vice presidential candidates is favored by FCC Chairman E. William Henry.



Repeal Section 315 says Barry Sherman, WQXI Atlanta, and go one step farther: Delete the "fairness" requirement. It only messes things up.

and vice president (BROADCASTING, June 24).

The three Senate bills are S 251, same as the House resolution; S 252 which would permanently suspend the equal opportunity provisions of Section 315 as they apply not only to the top federal elective offices but also for senator, representative and governor, and S 1696, outright repeal of the equal time strictures, leaving only the requirement that charges for political broadcasts be no more than rates for other uses.

Senator Pastore is the author of S 251 and S 252.

Like 1960 ■ Only one broadcaster, ABC's Leonard H. Goldenson, supported temporary suspension for the 1964 campaign and opposed outright repeal. Others favoring S 251 were E. William Henry, FCC chairman; William E. Miller, Republican national chairman, and Ben Davidson, executive secretary, Liberal party of New York State.

Paul Porter, former FCC chairman and a Washington attorney, representing the President's Commission on Campaign Costs, also supported S 251. He added, however, that he personally favored extension of the suspension privileges to other candidates as exemplified in S 252.

Opposed to temporary suspension and repeal was the Socialist Labor party.

An alternative to any change in Section 315 was offered by the American Civil Liberties Union. Lawrence Speiser, ACLU Washington director, suggested that the law be amended to require

broadcasters to provide "equitable time" as a substitute for "equal time."

Third Party Rights ■ The potentially explosive third party possibility in 1964 arose once during the questioning. Senator Strom Thurmond (D-S. C.) asked Mr. Henry if there was anything to prevent a station giving time to a candidate not representing the two major parties if the suspension for 1964 of presidential and vice presidential candidates was approved. Mr. Henry said there was no obstacle to that.

Mr. Sarnoff amplified this: "I am mindful of the distinction between [fringe parties] and the third party of significant size and influence which has emerged from time to time in our history and played such an important role in the political life of our country. I repeat my assurance that NBC and other responsible broadcasters would respond conscientiously to the rise of such a party and would present its candidates and its position in a manner consistent with its importance and following."

Another question which kept cropping up was whether the suspension of Section 315 should be extended to cover the primary campaigns. Mr. Sarnoff urged that this be done.

Uncle Sam Again ■ The NBC chairman told the hearing that the network already had received a request for equal time from Lar Daly, a perennial splinter candidate. Mr. Daly, said Mr. Sarnoff, identified himself as a Republican candidate for the presidency.

Both Mr. Sarnoff and chairman Henry asked that the temporary legislation be clarified by substituting for the

word "nominees" the word "candidates" or "legally qualified candidates."

At one point, Mr. Sarnoff suggested retaining the provision of Section 315 which forbids a broadcaster from censoring a speech by a candidate. This was in answer to a question from Senator Pastore. Mr. Henry raised the question, but did not attempt to answer it.

A major portion of Mr. Henry's testimony was concerned with the results tabulated by the FCC on the 1962 campaign (BROADCASTING, June 10). Fewer than 3% of all radio and TV stations reported they had no political broadcasts, the chairman noted. He cited also that slightly more than half of the TV stations and a little less than one-third of radio stations had given free time to political candidates or their supporters.

Referring to results of the survey on the experiences of candidates seeking senatorial or gubernatorial election, Mr. Henry said the figures showed that the Section 315 provisions did not "seriously hamper" the offer of sustaining time to senatorial candidates, whether there were just two candidates or more than two. This was also true for candidates running for governor, he said.

During the early portion of the hearing, Senators Hugh Scott (R-Pa.), Hartke, Monroney and Pastore discussed charges and rates. Senator Pastore finally put a clamp on this subject when he interjected: "This gets into the area of free enterprise. I don't think we should go into this."

Split Committee ■ It was obvious that members of the committee were of different minds on how far to go in



There's an "anomaly" in Section 315, Senator John O. Pastore (D-R.I.) says: It has failed to accomplish its aim, airtime for all candidates.

relieving broadcasters of the requirements for equal time.

Senate Pastore obviously was advocating S 252, extending the suspension all the way down to "candidates for the school committee."

Senator Thurmond said he was partial to temporary suspension for the 1964 campaign applying only to the candidates for President and Vice President. He said he might go as far as to include nominees for Senate, Congress and governor.

Senator Monroney appeared to favor temporary suspension, but opposed its extension or outright repeal.

Support for suspension in varying degrees came from a dozen governors, in response to an invitation sent them by Senator Pastore. Some of their comments, in addition to those by Governors Fannin and Brown advocating repeal of the section.

John Anderson Jr. (R), Kansas—Favors removal of restraints through suspension. Not for repeal.

John N. Dempsey (D), Connecticut—Suspend Section 315 for all federal candidates.

Donald Russell (D), South Carolina—Advocates suspension but recommends "minimum safeguards."

Tim M. Babcock (R), Montana—Supports suspension for 1964 only.

John M. Dalton (D), Missouri—Supports suspension for presidential and vice presidential nominees only.

Mark O. Hatfield (R), Oregon; Bert T. Combs (D), Kentucky (outgoing governor), George D. Clyde (R), Utah—Suspend Section 315 through all federal candidates and governorship races.

FCC WINS A CASE, BUT LOSES A POINT

Appeals court upholds channel 2 Springfield decision

The FCC's decision six years ago taking channel 2 away from Springfield, Ill., and assigning it to St. Louis and Terre Haute, Ind., was upheld last week by a split vote of the U. S. Court of Appeals for the District of Columbia.

But the commission lost out in one element of the case. The court ordered that an application for the Terre Haute VHF channel be accepted, even though a comparative hearing between two applicants has been held and an initial decision rendered.

The court ruling was being studied with the possibility of asking for rehearing by the entire nine judges of the circuit court in Washington.

Circuit Judge George T. Washington wrote the decision for himself and Chief Judge David L. Bazelon. Judge J. Skelly Wright dissented completely and, in effect, said that the FCC had gotten itself into an impossible situation with its on-again, off-again intermixture-deintermixture policies.

The FCC's decision to remove channel 2 from Springfield had once before been upheld by the appeals court. This was taken to the U. S. Supreme Court. The case was sent back to the lower court by the Supreme Court which took notice of allegations of off-the-record activities by principals of KTVI(TV) St. Louis, made before the House Legislative Oversight Committee.

After a hearing before a special examiner on the ex parte charges, a new hearing on the move of channel 2 was held by the FCC. In July last year the commission affirmed its 1957 decision, to move channel 2 from Springfield to St. Louis and Terre Haute. It also au-

thorized KTVI to continue operating on channel 2, but only with a four-month license. There have been no applicants seeking channel 2 in St. Louis in competition with KTVI.

In answering contentions that the commission did not weigh the relative needs of Springfield and St. Louis for the VHF channel, the court majority said: "... it is not within our competency or function to say that Springfield's need could be met only by a single VHF channel rather than by two additional UHF channels, in the light of all the circumstances shown."

It also held that the commission did not act in an arbitrary or capricious manner in moving the channel from Springfield to St. Louis.

In its 1962 decision the FCC turned down a request by KPLR-TV, on channel 11 in St. Louis, to keep channel 2 in Springfield and assign it also to Rolla-Salem, Mo., and to Terre Haute. The court upheld the FCC's denial as "adequately supported, explained and justified."

The majority declared it was "troubled" by the reasoning used by the FCC in affirming its assignment of channel 2 in St. Louis again to KTVI. The assignment, the court said, "appears to be predicated to some extent on the fact that channel 2 was already being used in St. Louis, and that a change would deprive a large area and population of a needed competitive service."

The court went on to say:

"Temporary authorizations for station operation . . . should not be made the basis of preferring the holder of the authorization over other competing

Support for repeal of Section 315

Six senators—all Democrats—last week joined Senator Vance Hartke (D-Ind.), author of a bill to repeal Section 315, and allowed their names to be listed as co-sponsors of the legislation.

Senator Hartke went to bat for the bill during a hearing of the Senate Communications Subcommittee on Wednesday (June 26) but none of his co-sponsors followed suit.

The group includes Senators E. L. Bartlett (D-Alaska), Birch Bayh (D-Ind.), Frank Church (D-Idaho), Joseph S. Clark (D-Pa.), Thomas J. McIntyre (D-N.H.) and Jennings Randolph (D-W.Va.).

Senator Bayh showed some of the enthusiasm for removing equal time requirements that his senior col-

league, Senator Hartke, had in his own earlier efforts.

Senator Bayh told BROADCASTING last week: "We have ample evidence of the discretion of the broadcasting industry in applying fairly the division of time between important candidates. . . . The broadcast industry [during the 1960 suspension] . . . proved to one and all that they will be fair, they will use discretion, they will program in the public interest."

A frequent user of radio and TV in his own 1962 senatorial campaign, Senator Bayh said he felt "similar discretion [and] good taste" as shown in 1960 "would be used in elections from the township level right on up through the President."

applicants for a permanent license. Similarly, where cities are competing for channel allocations, a temporary allocation to one city rather than another should not operate to create vested rights. . ."

However, the court said, it was satisfied that the commission's decision is "adequately buttressed."

Reopen Terre Haute ■ In the Terre Haute situation, a final decision is pending for channel 2 there. Two applicants, WTHI-TV now on channel 10, and Illiana Telecasting Corp., sought the new VHF channel. A comparative hearing between the two applicants was completed in December 1959 and an initial decision was filed favoring WTHI-TV.

Fort Harrison Telecasting Corp., sought to apply for channel 2 in Terre Haute when the whole channel 2 case was reopened. The FCC refused to accept this application, on the ground that the deadline for applications had passed.

The court said this reasoning was erroneous; that the FCC's 1957 order putting channel 2 in Terre Haute had been vacated in 1959. Applications, therefore, the court said, should be accepted. It told the commission it could set a new deadline for applications and to hold a new comparative hearing.

Fault of FCC ■ Judge Wright's dissent contained a pithy slap at the FCC. "The case, in all its ramifications," Judge Wright said, "demonstrates the

bankruptcy of the FCC's program for assigning VHF and UHF television channels pursuant to Section 307 (b) [equitable distribution of frequencies] . . . It also shows what an administrative mess can result when improper influence is brought to bear on the individual members of the commission in connection with these assignments.

KWK asks commission to reconsider

ALTERNATIVES TO REVOCATION LISTED BY STATION

The FCC should take the steps open to it and avoid the severe impact that revocation of the license of KWK St. Louis, would have on the public, the commission was told in KWK's plea for reconsideration of its death penalty decision.

A recent commission decision, on a 3-2 vote, revoked the license of the St. Louis station for having conducted "willful and repeated" fraudulent contests (BROADCASTING, June 3 et seq.). The contests involved two treasure hunts, in which KWK's former vice president and general manager William Jones Jr. did not hide the prize until the last day, and a "Bonus Club" that gave out a "millionaire's vacation" that misrepresented the luxury of these holidays.

In last week's request for reconsideration KWK cited at least three sanctions other than revocation. These were a short-term renewal of license, a fine, a cease and desist order or possibly a combination of two or more of these. KWK told the commission revocation would severely affect the listening public of the station and the station employees—all of whom were innocent of the actions of Mr. Jones. The station said the ultimate question is whether the commission is going to punish these innocent parties for the actions of a "key employee."

Congressional Intent ■ KWK said that when Congress passed the amendment of the Communications Act, allowing for forfeitures to be applied in cases not warranting revocation, Congress stated that it would permit the commission to avoid severe impacts on the public through revocation. The station further pointed out that Congress then noted that although one type of programing may be considered to violate public interest, the other programing aired by the station may be desired by the public.

In its decision the FCC said the provision allowing for a fine was not open to it since KWK's offense occurred before the amendment was passed. Commissioners Rosel H. Hyde and Robert E. Lee said in a dissenting statement, that if KWK waived its right to this limitation the agency could possibly arrive at

What disturbed Judge Wright, it is apparent, is the FCC's erratic course on intermixture and deintermixture. First it decided intermixture was needed, then deintermixture and now, once again, intermixture. This leaves Springfield and two or three other communities deintermixed, while all the others remain with both VHF and UHF channels.

a less stringent sanction.

KWK said it didn't know of any definite time limitation put on the forfeiture amendment. It said the station can and does waive any procedural rights of prior notice in order to make it available for a lesser punishment. KWK said that this would be in keeping with the commission's decision in the KIMN Denver revocation case, where KIMN waived the procedural rights and was issued a cease and desist order, rather than a revocation. KWK also accused the commission of not giving any notice prior to the issuance of the show cause order, in violation of the Administrative Procedure Act.

Lost Investment ■ KWK said the licensees of the station have lost over \$900,000 as a result of the adverse publicity arising from the case. When the owners purchased the station in 1958 a \$1 million investment was laid out, KWK said, so that there is little chance that the investment will ever be recovered in light of the recent financial reverses. The station asked if this was not punishment enough.

None of the owners were aware of Mr. Jones's dealings, the station argued. "The broadcast industry will assuredly 'receive the message' of this case if a lesser sanction is imposed."

Once again KWK cited the WNOE New Orleans case in which an absentee owner was only fined for the violations of its station manager. KWK said that whereas WNOE aired fraudulent contest every day for 16 months, KWK's violations were for a three-month period. The commission has erred in the KWK decision, the station concluded.

Loevinger fulfills advance predictions

Lee Loevinger is living up to advance billing as an FCC commissioner who will take a close, hard look at sales of stations to multiple owners, particularly where the question of concentration of ownership of media is concerned.

He dissented last week to the commission's approval of the \$3,420,000 sale of WREX-TV Rockford, Ill., from

Florida passes survey tax

A bill requiring that all audience research firms operating in Florida be licensed by the secretary of state has been passed by the Florida legislature and is awaiting action by the governor. The bill requires each survey company to pay a \$50 license fee and post a \$500 bond before operating in any city or county.

Violators are subject to a \$1,000 fine and 60 days in jail. The bill was introduced and pushed through the legislature by Senator Clayton Mapoles, owner of WEBY Milton.

The Florida Association of Broadcasters took no position on the measure.

The legislature approved a record budget and instituted several new taxes but killed a proposed 3% tax on radio, TV and newspaper advertising. The media tax had passed the House but was not included in a Senate version of the tax bill and was deleted by a conference committee. FAB argued that the bill was unconstitutional and won the support of the Senate Finance Committee.



For distinguished service

If distinguished service in the field of video tape—for inventing it in the first place, for producing it in commercial quantities in 1957 to meet the scheduling demands of Daylight Savings Time, or for carrying the first taped pictures transmitted via Telstar—would deserve a medal, it might look something like the above.

But much more meaningful than any medal is the overwhelming preference engineers every day vote "Scotch" Brand Live-Action Video Tape.

This tape began its career nearly 7 years ago; and not a day has gone by since that 3M research in video recording and tape making hasn't been at work improving on this "seven-league-boots" head start. And in the audible range recording field as well, 3M is constantly developing refinements and improvements that set the standards in tape technology. "SCOTCH" Video Tape as well as "SCOTCH" Sound Recording Tapes put this experience and lead time at your service.

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Greater Rockford Television Inc. to Gannett Co., and voted for a hearing. Gannett owns three AM and two TV stations in New York and Illinois and a string of newspapers in New York, Illinois, Connecticut and New Jersey (see CHANGING HANDS, page 59).

Commissioner Loevinger, who joined the commission on June 11 after a two-year tour as chief of the Justice Department's antitrust division, said last week he felt the issues of concentration of ownership had not been fully explored. He said he thought enough questions remained to warrant their airing in a hearing.

Joining Commissioner Loevinger in dissenting to the WREX-TV action was Commissioner Robert T. Bartley, who has long opposed approving transfers to multiple owners without a hearing.

Neither commissioner, however, participated in the vote approving the \$4.5 million sale of KLAC-AM-FM by Hall Broadcasting Co. to Metromedia Inc. Commissioner Loevinger said he wasn't familiar enough with the background to act in the case. It was understood Commissioner Bartley declined to participate because of his personal acquaintance with some of the principals involved.

Henry sets ABC appearance

FCC Chairman E. William Henry will appear on ABC News' *Issues and Answers* Sunday, July 7. Robert Fleming, ABC News Washington bureau chief, and correspondent Robert Clark will interview him on FCC standards affecting broadcasters, advertising influence over television programs, ratings, public-service programming, broadcast coverage of the 1964 election campaign, and network option time. The program will be seen on ABC-TV from 2:30 to 3 p.m., and heard on ABC radio from 8:30 to 8:55 p.m.

Broadcasters are their own best governors

FORD AGAIN HITS AT FCC COMMERCIAL ADOPTION PLANS

FCC Commissioner Frederick W. Ford last week sharply criticized proposals that limits be imposed, through law or commission rule, on the amount of commercials that broadcast stations may carry.

Speaking before the Wisconsin Broadcasters Association at Three Lakes on Friday (June 28), Commissioner Ford said the best instrument of regulation in this area is the natural competition among broadcasters.

He zeroed in on two proposals he has hit before. One is a recommendation that a law be enacted requiring all broadcasters to join the National Association of Broadcasters and giving the association authority to enforce its commercial standards. This was contained in the FCC network study staff's report to the commission last winter (BROADCASTING, Dec. 3, 1962).

The other—currently the subject of an FCC rulemaking procedure—proposes commission adoption of the NAB commercial code as an FCC rule (see story page 44).

Ford's Solution ■ He said a better approach than either of these is one of the proposals he had made for revising the program reporting form. He has suggested requiring broadcasters to estimate the percentage of their broadcast day they intend to devote to commercial continuity in the ensuing year and to report the percentage actually filled by commercials in the preceding year.

These figures would be made public, he said, and the marketplace would "regulate the limitation on advertising and any abuses of overcommercialism." He believes "the competitive factors" would level off the amount of advertising "at a point which the listener, the

sponsor and the broadcaster would find reasonable."

The effect of the network study staff's recommendation, he said, would be "to nationalize" the NAB and commission, arm it with rulemaking and enforcement authority, and to give the commission "some kind of appellate jurisdiction" to revise or supervise NAB actions.

Not Valid For Broadcasters ■ He said such an organization—which would resemble the securities association now operating under the Securities and Exchange Commission—might be valid for the securities field. "But broadcasters," he added, "are not accused of frauds in the sale of advertising or other practices that the securities association" is designed to guard against.

He criticized the proposal to adopt the NAB commercial code as an FCC rule on the ground such an action would undermine broadcasters' incentive to regulate themselves. When industry develops codes of self-regulation, he said, it's wrong for government to appropriate them and propose giving them "the force and effect of law."

He also said many stations could not survive if required to abide by the code's requirements. And although the FCC proposal to adopt the code provides for flexibility to meet the requirements of stations in special situations, "in my view it is an unwise approach to the problem of overcommercialism," he added.

Court supports FCC in Providence case

A three-year fight to apply for channel 6 in Providence, R. I., ended in failure last week when the U. S. Court of Appeals for the District of Columbia upheld the FCC.

The court ruled against Robert A. Riesman who since early 1960 has attempted to force the FCC to accept his application for the VHF channel in Providence. Channel 6 is allocated to New Bedford, Mass., and is now held by E. Anthony & Sons (WTEV-TV).

Originally WTEV was to build its transmitter on Martha's Vineyard, but last July the commission approved a request to move the transmitter and antenna to Tiverton, R. I., 26 miles across the bay and about 20 miles from Providence, at short spacing with channel 6 stations in Portland, Me., Schenectady, N. Y. (WCSH-TV, WRGB-TV), and channel 5 in Boston (WHDH-TV). At the same time the FCC denied a protest by Mr. Riesman and returned again an application he submitted for channel 6 in Providence. The commis-

Drop-in issue dropped in Senate hearing

Two powerful senators, one of them the chairman of the Senate Communications Subcommittee, urged the FCC to reverse itself and add VHF channels to seven cities so that all three TV networks would be equal in coverage.

The urging came during the Senate Communications Committee's hearing on suspension of Sec. 315, the political equal time provision of the Communications Act (see page 49).

Senator Vance Hartke (D-Ind.) broached the subject first when he observed that a candidate using a network which doesn't have primary VHF affiliates in all the top markets

(obviously ABC) wouldn't get the same exposure as his opponent using CBS or NBC. This could mean 5 million people wouldn't hear him, Senator Hartke noted.

Senator John O. Pastore (D-R.I.), chairman of the subcommittee, agreed.

Both urged FCC Chairman E. William Henry, then testifying, to seriously reconsider the commission's action last May which denied proposals to drop in VHF channels in seven cities at less than standard spacing (BROADCASTING, June 3). ABC and other organizations have since requested the commission to reconsider this ruling.

sion contended that the channel 6 transmitter move was not a change in allocation of the channel from New Bedford to Providence.

The appeals court unanimously upheld this point of view. The three-judge panel consisted of Chief Judge David L. Bazelon, George T. Washington and Warren E. Burger; the last writing the decision.

FCC tells N. C. AM to get off the air

The FCC last week revoked the license of WBMt Black Mountain, N. C., charging "extensive and continuing misrepresentations."

The 500-w station, licensed to Eugene and David P. Slatkin, doing business as Mountain View Broadcasting Co., was given until Aug. 25 to wind up its affairs.

The commission last January had ordered Mountain View to answer charges that it had misrepresented its financial qualifications, concealed the dissolution of the licensee partnership and permitted others to construct and operate the station, and misrepresented its own legal status (BROADCASTING, Jan. 7).

The commission also charged Eugene Slatkin with misrepresenting documents he filed in connection with the applica-

tion for an AM station in Asheville, N. C.

Mountain View waived a hearing on the charges but filed a statement in mitigation.

The commission said it found that the statement admitted that almost every charge is true and that it was devoted mainly to the argument that the "numerous violations" don't constitute grounds for so drastic a penalty as revocation.

But the commission added, it "cannot tolerate extensive and continuing misrepresentations as occurred here. We expect and are entitled to absolute candor on the part of the broadcast licensee."

A MOUNTAIN WON

WSPA-TV finally gets approval for a transmitter on Hogback

WSPA-TV Spartanburg, S. C., announced last week it will build a transmitter on Hogback Mountain—a decision that should end a nine-year controversy that has dragged on before the FCC and the courts.

The station, owned by Walter J. Brown, originally proposed building the transmitter on Hogback when it applied for its construction permit in 1953. But a year later, the commission

granted its request to build on Paris Mountain, instead. The station has been operating the transmitter there since 1956.

WAIM-TV (ch. 40) Anderson, S. C., however, had protested the grant, and the fight was on. Over the years the case was heard several times each by the commission and the U. S. Court of Appeals. Among other issues involved was the WAIM-TV charge that Mr. Brown lacked the character qualifications to be a licensee because of alleged off-the-record contacts with members of the commission.

Mr. Brown was subsequently cleared of this charge. But the commission last year reversed its decision approving the Paris Mountain location for WSPA-TV's transmitter. The station was allowed to continue operating on Paris Mountain on a temporary basis.

Still pending, however, was an application filed by WSPA-TV in 1959 to move its transmitter and antenna to Caesar's Head Mountain and to increase antenna height and power. The commission declined to process it until the Paris Mountain litigation was settled.

In a letter to the commission last week, WSPA-TV requested dismissal of the Caesar's Head application provided the commission granted it an extension of time to build on Hogback. The commission granted the request.

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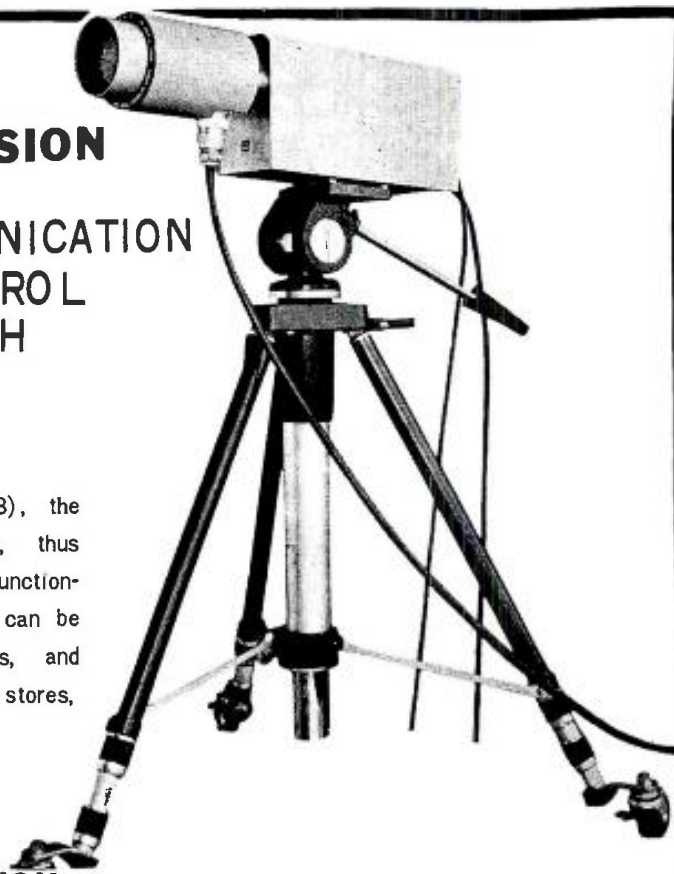
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With the exception of the image tube ("Visicon" 7038), the "Melvision" TV Camera is completely transistorized, thus assuring a more compact and lighter camera. Besides functioning as a completely self-contained unit, "Melvision" can be combined with various receivers, remote control units, and other accessories for use in plants, banks, offices, stores, laboratories, — almost anywhere, in or outdoors.



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HARRIS JOINS DRIVE FOR CONFERENCE

Group's goal would be improving agency procedures

A congressman with a reputation for having a sharp eye for problems in the regulatory commissions—especially the FCC—has lent his support to efforts to set up a permanent organization authorized to keep a constant, curious eye on ways for those agencies to improve their procedures.

Representative Oren Harris (D-Ark.), former chairman of the House Legislative Oversight Subcommittee which uncovered scandals in ex parte contacts, payola and rigged quiz shows, last week introduced four bills to establish a permanent administrative conference

to carry on the work of a temporary conference which went out of business last year (BROADCASTING, Jan. 14).

"I consider such a conference as an aid to the Congress and I do not believe that the authority to make recommendations which would be granted to such a conference in any way derogates from the power of the Congress to exercise legislative oversight," Representative Harris said in introducing the bills Monday (June 24).

Hoping such a conference might be established during the current session of Congress, he said, "I am confident

that the differences which exist with regard to the membership, organization and procedures of such a conference can be worked out without too much difficulty."

A Senate subcommittee finished taking testimony on its own version of this type of legislation last month, but has made no report so far (BROADCASTING, June 17, 10).

The four versions introduced by Representative Harris:

- HR 7200 and HR 7201, both referred to the House Judiciary Committee; the former is the Kennedy administration model and incorporates the recommendations of the 1962 temporary conference; the latter is recommended by the American Bar Association and differs with the first on mem-

Mr. Harris writes a letter to Mr. Henry on clear channels

Representative Oren Harris (D-Ark.) has moved to extend the moratorium on the FCC proposal to duplicate 13 of the nation's 25 clear-channel stations, and to nudge the commission into granting higher power for the clears.

Representative Harris, who is chairman of the House Commerce Committee, suggested that the commission request permission of the U. S. Court of Appeals to recall its order duplicating the clears pending the development of information requested by the committee.

The case is in the court as the result of appeals taken by several of the clear channel stations from the commission's order.

The Harris suggestion was contained in a letter received by FCC Chairman E. William Henry on Thursday—less than a week before the expiration of a one-year delay the House of Representatives asked the commission to observe before implementing its clear-channel order.

The moratorium request was in a resolution adopted on July 2, 1962 (BROADCASTING, July 9, 1962). The resolution also asked the commission to disregard a 1938 Senate resolution recommending a 50-kw power limit on AMs if it finds that authorization of higher power is in the public interest.

House Resolution ▪ The House Commerce Committee, which reported the resolution to the floor, said the year's delay would give the clear-channel stations an opportunity to file applications for higher power. The committee also said the moratorium would enable the commission to reconsider its Sept. 13, 1961, or-

der to permit a second station to operate at night on 13 of the clears. This order was reaffirmed last November in an order denying petitions for a rehearing.

"In view of the impending expiration . . . of the moratorium," Representative Harris wrote Chairman Henry, the Commerce Committee wants to know what steps the commission has taken to fulfill the objectives of the resolution.

Specifically, the letter asked what opportunity has been afforded clear channel stations to experiment with higher power and what information has been obtained, on the basis of such experiments, regarding the economic impact of higher power broadcasting on stations in the affected area.

These questions reflected impatience with the commission, since the FCC hasn't authorized any stations to go to higher power. The FCC last fall rejected applications from five clear channel stations for authorization to operate with 750 kw—on the ground that approval would violate the old Senate resolution.

Currently pending is an application from WLW Cincinnati for authority to experiment with 75 kw. On file, also, are petitions from the Clear Channel Broadcasting Service and WSM Nashville requesting a rulemaking to permit the clears to operate on power in excess of 50 kw. WSM, in addition, asked for a separate rulemaking to authorize an increase in its power to 750 kw.

In turning down the applications of the five clears (including WSM), the commission suggested the stations file requests for rulemaking.

Other Questions ▪ The letter also asked:

- What consideration has been given to service area losses that would be suffered by the clears as a result of duplication, and to whether such losses could be compensated for by broadcasting with higher power.

- Whether clear channel stations, once duplicated, can be authorized to broadcast with higher power, or whether higher power under such conditions would not be feasible.

- What consideration has been given to providing alternative frequencies for stations in San Diego, and Anchorage. Because of a U. S.-Mexico broadcasting agreement, the commission had to find new channels for KFMB San Diego and KFQD Anchorage. The commission's solution was to propose putting those stations on, respectively, clear channels 760 (now occupied by WSB Atlanta) and 750 (now occupied by WJR Detroit).

The committee, Representative Harris wrote, believes that answers to these questions "must be ascertained before further steps are taken" before the commission acts on its clear-channel proposal.

"Under these circumstances," the letter adds, "the commission may desire to consider whether it will serve the public interest to request permission of the court to recall the commission's [clear-channel] order . . . pending the securing of the additional information" needed to make a public-interest finding regarding the future status of clear-channel broadcasting.

Besides 760 kc and 750 kc, the

bership of the conference and responsibilities of its director.

■ HR 7202 and HR 7203, both referred to Representative Harris's committee; the former is like the Kennedy bill, but is limited to the regulatory commissions over which Congress has direct control, such as the FCC and the Federal Trade Commission; the latter is along the lines of what the bar association wants but again is limited to the regulatory commissions.

The problems faced by these agencies are very real, Representative Harris said. "Several astute observers of the administrative process have been highly critical of the organization and procedures of the independent regulatory agencies of which they were members."

frequencies the commission intends to duplicate with new Class II stations are 670 kc (WMAQ Chicago), 720 kc (WGN Chicago), 780 kc (WBBM Chicago), 880 kc (WCBS New York), 890 kc (WLS Chicago), 1020 kc (KDKA Pittsburgh), 1030 kc (WBZ Boston), 1100 kc (KYW Cleveland), 1120 kc (KMOX St. Louis), 1180 kc (WHAM Rochester, N. Y.) and 1210 kc (WCAU Philadelphia).

New Engineering ■ An engineering report which may have an important bearing on the protection which the new stations on the clear channels must provide to the present Class I-A's has been submitted to the FCC by NBC.

That network and CBS which share antenna sites for their New York stations at High Island in Long Island Sound had A. D. Ring Co. conduct special propagation tests on 660 kc (the frequency used by WNBC New York). The tests radiated a large vertical lobe of energy at an angle about 50 degrees above the horizontal, and field strength measurements were made out to a distance of 15 miles from the radiator.

The results show, Howard Head, of the Ring Co. says in his report, that "large amounts of radiation at high vertical angles produce significantly higher received skywave fields and would cause more interference than would be calculated using the propagation curves and methods contained in the commission's rules."

This means, it is understood, that if the FCC actually goes ahead with its plans to duplicate the clear channels, the protection to be afforded the present Class I-A station must be more restrictive than required by the present FCC standards.

Wentronics has some CATV questions

ASKS THEM OF FCC IN SEEKING RECONSIDERATION

Just how broad is the FCC's proposal to withhold microwave grants for community antenna systems unless the operators agree not to duplicate the TV programs of stations in their markets?

And, in any event, does the commission have the constitutional and statutory authority to require a CATV operator to make such an agreement as a condition for a microwave grant.

These questions were raised last week in a petition by Wentronics Inc., seeking partial reconsideration of a commission grant of a microwave authorization to serve the company's CATV system in Casper, Wyo. (BROADCASTING, June 3).

The grant was conditioned on Wentronics' accepting the restrictions contained in the commission's proposed rulemaking to amend its rules governing microwave grants in the business radio service (BROADCASTING, Dec. 17, 1962).

Under the proposal—intended to protect stations from CATV competition—microwave channels to be used for servicing CATV systems wouldn't be granted unless the operator agreed (1) not to duplicate any program either simultaneously or 30 days before or after it is broadcast by a station within that station's Grade A contour and (2) to carry the programs of the station without degradation if requested.

Conditions Accepted ■ Wentronics notified the commission last January it would accept the conditions "in operating this requested channel."

But since then, the petition states, counsel for the CATV system was advised informally by an FCC staff member that the non-duplication rule would apply not only to that channel but to Wentronics' entire operation.

Wentronics now leases three microwave channels from AT&T to bring in programs from outside outlets. According to Wentronics' understanding, these channels, as well as any off-the-air pick-up facilities, would be covered by the condition.

As a result, Wentronics decided to seek reconsideration of the non-duplication condition. Wentronics, the petition states, didn't believe "that in order to obtain the grant . . . for a single channel of microwave service it would be compelled . . . to subject its entire antenna operation to the surveillance and supervision of the commission."

An FCC staff member said last week the question as to the extensiveness of the condition will be answered by the commission in its response to the peti-

tion. Other officials, however, noted that the commission indicated it intended the condition to cover an entire CATV operation in an earlier case involving a CATV system in Pendleton, Ore.

In all, nine microwave grants have been made subject to the same conditions imposed in the Wentronics grant. The most recent grant announced last week, was to Texas Cablevision Corporation, which has a CATV system in San Angelo, Tex.

Constitution Cited ■ In challenging the non-duplication condition, Wentronics states the commission is forbidden by the Constitution and the Communications Act from imposing such requirements on CATV operators.

The petition says the condition constitutes a "prior restraint" on freedom of speech—a violation of the Constitutional guarantee—in that it would require Wentronics to submit to the elimination from its service of programs carried by the local station.

The pleading also says the condition violates the Communications Act's no-censorship provision, which states that the FCC shall promulgate "no regulation or condition . . . which shall interfere with the right of free speech by means of radio communication."

The petition says the same objections apply to the proposed rulemaking from which the condition was taken and that that proposal, therefore, should be rejected.

Monagan proposes campaign refunds

Political parties, in the future, may be able to recoup radio and television time expenditures during the campaigns of presidential and vice-presidential candidates.

Representative John S. Monagan (D-Conn.) last week introduced a bill (HR 7282) which would provide that the Treasury Department reimburse political parties, meeting specified requirements, for some of the money spent on broadcast time. It has been estimated that political parties spend one-third of their campaign funds in radio and television.

Representative Monagan's proposal would limit the refund to \$1 million for each party whose candidates receive at least 10% of the total popular vote. The limit would be set at \$100,000 for parties whose candidates receive less than 10% but more than 1% of the popular ballot.

Should the bill be passed, it shall be applicable to the 1964 elections and all thereafter.

Stations to get church pronouncement

CLERGY HOPE TO DISCUSS THEIR RADIO-TV VIEWS

The National Council of Churches last week took steps to clarify its position with radio and television stations following its pronouncement of June 8 regarding the broadcast industry (BROADCASTING, June 8).

The council's headquarters in New York revealed plans last week to mail copies of the pronouncement to all radio and television stations in the country, with the hope that "the stations will contact our various regional representatives to discuss the churches' position." Dr. Cy Mack, of the council's radio and television department, said he felt that stations may have gotten an inaccurate impression of the council's position because it was released to the press before stations were informed. "The accounts the stations may have read in the newspapers presented perhaps only the more provocative points of the pronouncement," he stated.

The recommendations adopted at the council's three-day spring meeting of

the general board, called for stricter FCC supervision of stations, and for FCC control of networks as well.

Fletcher Coates, the council's executive director, said the pronouncement "was not intended as a plan to reform the broadcast industry," and that the council plans no specific efforts to press for legislation "because we are not a lobbying organization." He did say that the council, "upon invitation, from Congress," would send a representative to any inquiry into the broadcast industry by a Congressional committee.

Following the attempt by the National Association of Broadcasters to block adoption of the action by the general board, Dr. Mack said he hoped that the council could enter into talks with the NAB. "Following the meeting, I asked Mr. Comstock [Paul Comstock, NAB vice president] to call me in about two weeks about the possibility of getting together with NAB. If I don't hear from him in a couple of days," said Dr. Mack, "I'll call him."

Bakersfield is all UHF

KERO-TV Bakersfield, Calif. begins broadcasting on channel 23 today (July 1) in the final step of the FCC's deintermixture of the market. The station, which has been operating on channel 10 since September 1953, will operate as both a UHF and VHF until Sept. 1, when it will drop the VHF operation.

KERO-TV will join KBAK-TV (ch. 29) and KLYD-TV (ch. 17) in making Bakersfield all UHF.

Pulse called on carpet in Tucson

Nine of the ten Tucson, Ariz., radio stations have threatened to go to court to get an injunction preventing The Pulse Inc. from measuring radio audiences in Tucson county if Pulse cannot give a satisfactory explanation of "procedures" used and "results" of a March survey in that city.

The radio broadcasters met last Monday (June 24) and voted to send Pulse a letter demanding an explanation of the "radical difference" in the results of the March survey and one taken in October 1962. If not satisfied by Pulse's explanation, a spokesman for the stations said, appropriate steps will be taken to enjoin Pulse from taking measurements in Tucson.

It was reported that protests of the survey and an unalleged unauthorized use of the results by a nonsubscribing station will be made to the Federal Trade Commission and the FCC.

The questioned survey showed that KCUB jumped from seventh to first in the market at night, with its share of audience increasing from 7 to 43. Pulse said the March study was a regular agency-ordered survey and that KTKT was the only Tucson subscriber. The survey would have been made, Pulse said, without a local station subscriber.

KTKT, a rock 'n roll station which has been No. 1 in the market for several years, was billed \$750 for the survey. KTKT's share of audience at night dropped from 48 (last October) to 13 (in the March rating).

Results of the survey reportedly were in the hands of a competing station—and being used in sales—before KTKT received a copy from Pulse. KTKT, it is understood, obtained its first results from a local agency in Tucson.

All Tucson radio stations belong to the Tucson broadcasters club except

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KFIF, and all nine members were present at last week's meeting. Six of the stations voted to send the inquiry to Pulse while three abstained. Copies of the letter to Pulse also were sent to the FCC, FTC and the National Association of Broadcasters.

Changing hands . . .

ANNOUNCED ■ *The following sale of station interests was reported last week subject to FCC approval:*

■ **WHEW** Riviera Beach, Fla.: Sold by Robert Hecksher to Donn and Lee Colee for \$170,000. The Colees most recently served as executives of WTTG (TV) Washington and before that of WTVH (TV) Peoria, Ill., both Metromedia stations. Before joining Metromedia, the Colees managed WLOF-AM-TV Orlando, Fla. Mr. Hecksher also owns WMYR Fort Myers, Fla. WHEW is a

fulltime station on 1600 kc with 1 kw. Broker was Blackburn & Co.

■ **KSMN** Mason City, Iowa: Sold by Harry Campbell and Donald Blanchard to Hayward L. Talley for \$170,000. Mr. Talley owns WSMI Litchfield, Ill., and KXGI Fort Madison, Iowa. KSMN is a 1 kw daytimer on 1010 kc. Broker was Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 73).*

■ **KLAC-AM-FM** Los Angeles: Sold by Mortimer H. Hall to Metromedia Inc. for \$4.5 million, with \$300,000 allocated to KLAC-FM, plus agreement not to compete. The grant, in which FCC Commissioners Robert T. Bartley and Lee Loevinger did not participate, is conditioned on the outcome of the Or-

lando channel 9 case. KLAC, founded in 1924, operates fulltime on 570 kc with 5 kw daytime and 1 kw nighttime. KLAC-FM operates on 102.7 mc with 8.3 kw.

■ **WREX-TV** Rockford, Ill.: Sold by Swan Hillman and associates to Gannett Newspapers for \$3,420,000. Gannett stations are WHEC-AM-TV Rochester, N. Y.; WINR-AM-TV Binghamton, N. Y. and WDAN Danville, Ill. Commissioners Robert T. Bartley and Lee Loevinger dissented. WREX-TV, on channel 13, is affiliated with ABC and CBS.

WINN to CBS

WINN Louisville, Ky. (1 kw day, 250 w night) replaces WKYW as CBS radio prime affiliate today (July 1). Station is owned by Kentucky Central Broadcasting Inc. and operates 24 hours a day.

PROGRAMING

Studio 8-H gets new name: 'Peacock Studio'

NBC-TV CONVERTS FACILITY FOR COLOR TELEVISION

NBC showed off its new Peacock Studio (named after the network's color symbol) in New York last week—a \$1.5 million rendition, for color, of the 29-year-old center formerly known, almost legendarily, as 8-H.

The studio, called the world's largest when it was opened for radio programming in 1933, was rebuilt for black and white television in 1950.

Now its 10,000-square-foot area has been redone for color as well. New features include 700 kw lighting, mechanically retractable seating for an audience of 284, a "floating" floor, four color and eight black-and-white cameras, ceiling-installed air conditioning and an expanded control room capable of handling 13 program origination sites and 48 individually controlled microphones.

Although formally shown to newsmen for the first time last week, Peacock Studio has been in use for about six months. It was the center for NBC-TV's election coverage last November and for its manshoot coverage, as well as for several entertainment specials. *Match Game* and *Exploring* originate there regularly. One morning last week a tennis exhibition was presented at one end of its 130-by-76-foot floor space as part of the *Today* show.

Bell Telephone Hour and *duPont Show of the Week* may originate there next fall. But NBC authorities acknowledge that it'll take a while for Peacock Studio to run up a list of tenants to rival that of its predecessor, 8-H.

After its conversion to TV, 8-H car-

ried on its own tradition by presenting such live programs as *Robert Mont-*

gomery Presents, Kraft Television Theatre, Your Hit Parade and *Voice of Firestone*.

The studio, on the eighth floor of the RCA Building, is one of six color-equipped NBC studios in New York.



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\$175,000.00—Fulltime AM-FM combination that showed good profit on gross of \$121,000.00 in 1962. 29% down.

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Contact—Ray V. Hamilton in our Washington office.

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ON THE NETWORKS THIS SUMMER:

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Washington Report*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1:30-2 *Religious Programs*, sust.

2-3 p.m.

ABC-TV 2-2:30 *Directions '63*, sust.; 2:30-3 *Issues & Answers*, sust.
CBS-TV *Baseball*, Falstaff, Philip Morris, Bristol Myers, Colgate, T. B. Williams, Simoniz, General Mills, Texaco.
NBC-TV *Major League Baseball*, part.

3-4 p.m.

ABC-TV No network service.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

4-5 p.m.

ABC-TV 4-4:30 No network service; 4:30-5 *Take Two*, U. S. Gypsum.
CBS-TV *Baseball*, cont.
NBC-TV *Baseball*, cont.

5-6 p.m.

ABC-TV *Major Adams: Trailmaster*, part.
CBS-TV 5-5:30 *Baseball*, cont.; 5:30-6 *Amateur Hour*, J. B. Williams.
NBC-TV No network service; 5:30-6 *Bullwinkle*, part.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *Mr. Ed*, part.
NBC-TV 6-6:30 *Meet The Press*, co-op; 6:30-7 *Ray Scherer's Sunday Report*, part.

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8 *The Jetsons*, part.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *Dennis The Menace*, Best Foods, Kellogg.
NBC-TV 7-7:30 *Ensign O'Toole*, L&M, Ford; 7:30-8:30 *Walt Disney's Wonderful World Of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV 8-8:30 *Jane Wyman Presents*, part.; 8:30-10:30 *Sunday Night Movie*, part.
CBS-TV *Ed Sullivan Show*, Pillsbury, Revlon, P. Lorillard.
NBC-TV 8-8:30 *Walt Disney Show*, cont.; 8:30-9 *Car 54, Where Are You?*, P&G.

9-10 p.m.

ABC-TV *Movie*, cont.
CBS-TV 9-9:30 *Real McCoys*, part.; 9:30-10 *True Theatre*, Gen. Electric.
NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *Movie*, cont.; 10:30-11 *ABC News Reports*, sust.
CBS-TV 10-10:30 *Candid Camera*, Bristol Myers, Lever; 10:30-11 *What's My Line*, J. B. Williams, Kellogg.
NBC-TV *Du Pont Show of the Week*, du Pont.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS News with Harry Reasoner*, Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Calendar*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:25 *Say When*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mill, Bristol-Myers; 10:30-11 *Play Your Hunch*, part.

11 a.m.-Noon

ABC-TV 11-11:30 No network service; 11:30-12 *Seven Keys*, part.
CBS-TV 11-11:30 *The McCoys*, part.; 11:30-12 *Pete & Gladys*, part.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Tennessee Ernie Ford*, part.; 12:30-1 *Father Knows Best*, part.
CBS-TV 12-12:25 *Love Of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Your First Impression*, part.; 12:30-12:55 *Truth Or Consequences*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:30 *General Hospital*, part.; 1:30-2 No network service.
CBS-TV 1-1:30 No network service; 1:30-2 *As The World Turns*, part. and P&G.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:25 *Day In Court*, part; 2:25-2:30

News, part.; 2:30-3 *Jane Wyman Presents*, part.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:25 *People Will Talk*, part.; 2:25-2:30 *News*, S. C. Johnson, 2:30-3:00 *The Doctors*, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *To Tell the Truth*, part.; 3:30-4 *Millionaire*, part.
NBC-TV 3-3:30 *Loretta Young Theatre*, part.; 3:30-4 *You Don't Say*, part.

4-5 p.m.

ABC-TV 4-4:30 *American Bandstand*, part.; 4:30-4:55 *Discovery '63*, part.; 4:55-5 *American Bandstand*, part.
CBS-TV *The Secret Storm*, part.; 4:30-5 *Edge Of Night*, part.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 *Make Room For Daddy*, part.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *Ron Cochran With The News*, part.; 6:15-7:30 No network service.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:15 No network service; 7:15-7:30 *News*, part.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley Report*, R. J. Reynolds, American Home Products; 7-7:30 No network service.

11 p.m.-1 a.m.

ABC-TV 11-11:10 *Murphy Martin With The News*, part.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight*, part.

MONDAY EVENING

7-10:30 p.m.

ABC-TV 7:30-8:30 *The Dakotas*, part.; 8:30-9 *Your Funny, Funny Films*, P&G.
CBS-TV 7:30-8 *To Tell the Truth*, Whitehall, Pharmacal, R. J. Reynolds; 8-8:30 *I've Got a Secret*, Gen. Foods, Toni; 8:30-9 *Vacation Playhouse*, Lever, Gen. Foods.
NBC-TV 7:30-9:30 *Monday Night At The Movies*, part.

9-10 p.m.

ABC-TV *Stoney Burke*, part.
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods; 9:30-10 *Andy Griffith Show*, Gen. Foods.
NBC-TV 9-9:30 *Monday Night At The Movies*, cont.; 9:30-10 *Art Linkletter Show*, part.

10-11 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV 10-10:30 *Password*, Lever, Toni; 10:30-11 *Stump the Stars*, Ralston.
NBC-TV 10-10:30 *David Brinkley's Journal*, Pittsburgh Plate Glass, Douglas Fir Plywood Assn.; 10:30-11 No network service.

Film sales . . .

30 Post-1948 features (MGM-TV): Sold to KNXT(TV) Los Angeles. Now sold in 55 markets.

The Detectives (Four Star): Sold to KICU-TV Visalia, Calif.; WAVY-TV Norfolk-Portsmouth-Newport News, Va.; WLOS-TV Asheville, N. C.; KOLN-TV Lincoln, Neb.; KTBC-TV Austin, Tex. and WOIT-TV Ames, Iowa. Now sold in 57 markets.

The Law and Mr. Jones (Four Star): Sold to KICU-TV Visalia, Calif. and WOIT-TV Ames, Iowa.

Target: The Corruptors (Four Star): Sold to KICU-TV Visalia, Calif.; WINK-TV Fort Myers, Fla. and KLFY-TV Lafayette, La.

Zane Grey Theater (Four Star): Sold to WAVY-TV Norfolk-Portsmouth-Newport News, Va.

Stagecoach West (Four Star): Sold to WTTV(TV) Indianapolis-Bloomington.

Photographers name KPRC-TV top film station

KPRC-TV Houston last week was named Top Newsfilm Station of the Year in the National Press Photographers Association 1962 "Picture of the Year" competition. A special citation for excellence of its entries in various award categories was presented to WRCV-TV Philadelphia.

The awards were made Thursday

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, part.; 8:30-9:30 *Hawaiian Eye*, part.
CBS-TV 7:30-8:30 *Marshall Dillon*, local sales; 8:30-9:30 *Lloyd Bridges Show*, Kaiser; 8:30-9:30 *Talent Scouts*, Best Foods, S. C. Johnson, Lever, Philip Morris.
NBC-TV 7:30-8:30 *Laramie*, part.; 8:30-9:30 *Empire*, Amer. Tobacco, Gen. Mills, Chrysler.

9-10 p.m.

ABC-TV 9-9:30 *Hawaiian Eye*, cont.; 9:30-10:30 *Untouchables*, part.
CBS-TV 9-9:30 *Talent Scouts*, cont.; 9:30-10:30 *Picture This*, State Farm, Gen. Foods.
NBC-TV 9-9:30 *Empire*, cont.; 9:30-10:30 *Dick Powell Theatre*, Reynolds Metals, American Gas, Kimberly-Clark, Shulton.

10-11 p.m.

ABC-TV 10-10:30 *Untouchables*, cont.; 10:30-11:30 *Focus on America*, sust.
CBS-TV *Keefe Brasselle*, Oldsmobile, S. C. Johnson, R. J. Reynolds.
NBC-TV 10-10:30 *Dick Powell*, cont.; 10:30-11:30 *Chet Huntley Reporting*, part.; beginning July 9, *Report From*, part.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Wagon Train*, part.; 8:30-9:30 *Going My Way*, part.
CBS-TV 7:30-8:30 *CBS Reports*, part.; 8:30-9:30 *Obbie Gillis*, part.
NBC-TV *The Virginian*, part.

9-10 p.m.

ABC-TV 9-9:30 *Going My Way*, cont.; 9:30-10:30 *Our Man Higgins*, Pontiac, Amer. Tobacco.
CBS-TV 9-9:30 *Beverly Hillsbillies*, Kellogg, R. J. Reynolds; 9:30-10:30 *Dick Van Dyke Show*, Procter & Gamble, P. Lorillard.
NBC-TV *Kraft Mystery Theatre*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, part.
CBS-TV *Reckoning*, part. alt. with *Armstrong Circle Theatre*, Armstrong.
NBC-TV *Eleventh Hour*, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Adventures of Ozzie & Harriet*, part.; 8:30-9:30 *Donna Reed Show*, Campbell Soup, National Biscuit; 8:30-9:30 *Leave it to Beaver*, part.
CBS-TV 7:30-8:30 *Fair Exchange*, part.; 8:30-9:30 *Perry Mason*, part.
NBC-TV 7:30-8:30 *Wide Country*, part.; 8:30-9:30 *Dr. Kildare*, part.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10:30 *McHale's Navy*, part.
CBS-TV *Twilight Zone*, part.
NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10:30 *Hazel*, Ford; beginning July 25 *The Lively Ones* for eight weeks, Ford.

10-11 p.m.

ABC-TV *Alcoa Premiere*, Alcoa, alt. with *Premiere*, part.
CBS-TV *The Nurses*, Whitehall, Johnson & Johnson, Brown & Williamson.
NBC-TV *Special Projects Programs*, Purex

Summertime network TV specials

ABC-TV

July 23: 9:30-11 p.m.
U.S.-Russian Track Meet, Chesebrough-Ponds; Goodyear; Whitehall Labs.
Aug. 2: 10 p.m. to conclusion
College All-Star Football Game, Gillette; Goodyear; Pabst Brewing; R. J. Reynolds.
Sept. 9: 9-10 p.m.
Whatever Happened to Royalty?, Philco.

CBS-TV

July 20: 5-6 p.m.
PGA Golf Tournament, Pabst Brewing, Goodyear, P. Lorillard, Georgia-Pacific Corp.
July 20: 10-11:30 p.m.
Miss Universe Beauty Pageant, P&G.
July 21: 4:30-6:30 p.m.
PGA Golf Tournament (see July 20 list for sponsors).
Aug. 7: 10-11 p.m.

Hollywood: *The Fabulous Era*, P&G.
Aug. 18: 9-10 p.m.
The Jo Stafford Show, P&G.
Sept. 3: 10-11 p.m.
Hollywood: *The Great Stars*, P&G.
Sept. 23: 9-10 p.m.
General Foods Opening Night Special, Gen. Foods.

NBC-TV

July 9: 12:30 p.m. to conclusion.
1963 All-Star Baseball Game, Chrysler; Gillette.
Aug. 12: 9:30-10:30 p.m.
Milton Berle, Pharmacraft.
Aug. 14: 10-11 p.m.
Bing Crosby, Pharmacraft.
Aug. 16: 10-11 p.m.
International Beauty Contest, Pharmacraft.
Sept. 7-8: 4:30-6 p.m.
World Series of Golf, Zenith; Amana.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, part.; 8:30-9:30 *The Flintstones*, part.
CBS-TV 7:30-8:30 *Rawhide*, part.; 8:30-9:30 *Route 66*, Chevrolet, Philip Morris, Sterling.
NBC-TV 7:30-8:30 *International Showtime*, part.; 8:30-9:30 *Sing Along With Mitch*, part.

9-10 p.m.

ABC-TV 9-9:30 *I'm Dickens—He's Fenster*, El Producto, Procter & Gamble; 9:30-10:30 *77 Sunset Strip*, part.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10:30 *Alfred Hitchcock Hour*, part.
NBC-TV 9-9:30 *Sing Along*, cont.; 9:30-10:30 *The Price Is Right*, part.

10-11 p.m.

ABC-TV 10-10:30 *77 Sunset Strip*, cont.; 10:30-11:30 No network service.
CBS-TV 10-10:30 *Hitchcock*, cont.; 10:30-11:30 *Eyewitness*, part.
NBC-TV *The Jack Paar Show*, part.

SATURDAY MORNING & AFTERNOON

8-10 a.m.

ABC-TV No network service.
CBS-TV 8-9 No network service; 9-10 *Captain Kangaroo*, part.
NBC-TV 8-9:30 No network service; 9:30-10:30 *Ruff and Reddy*, part.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Alvin and the Chipmunks*, part.; 10:30-11:30 *Mighty Mouse*, part.
NBC-TV 10-10:30 *Shari Lewis Show*, part.; 10:30-11:30 *King Leonardo*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *Cartoonies*, part.; 11:30-12:30 *Beany & Cecil*, part.
CBS-TV 11-11:30 *Rin Tin Tin*, part.; 11:30-12:30 *Roy Rogers*, part.
NBC-TV 11-11:30 *Fury*, part.; 11:30-12:30 *Make Room For Daddy*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, Gen. Foods; 12:30-1:30 *Magic Land of Allakazam*, Marx, Lakeside.
CBS-TV 12-12:30 *Sky King*, Nabisco, Mattel;

12:30-1:30 *CBS News with Mike Wallace*, sust.
NBC-TV 12-12:30 *Watch Mr. Wizard*, part.; 12:30-1:30 No network service.

1-2 p.m.

ABC-TV 1-1:30 *My Friend Flicka*, part.; 1:30-2:30 No network service.
CBS-TV 1-1:45 No network service; 1:45-1:55 *Baseball Preview*, Texaco, Absorbine Jr.; 1:55-2:30 *Baseball*, (see 2 p.m. listing).
NBC-TV 1-2 No network service.

2-5 p.m.

ABC-TV 2-2:30 No network service; 2:30-3:30 *Challenge Golf*, part.; 3:30-5:30 *Pro Bowlers' Tour*, part.
CBS-TV *Baseball*, General Mills, Falstaff, Simoniz, Philip Morris, Chesebrough Ponds, Carter, J. B. Williams.
NBC-TV *Major League Baseball*, part.

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, part.; 6:30-7:30 No network service.
CBS-TV No network service.
NBC-TV 5-6 No network service; 6-6:15 *News*, part.; 6:15-7:30 No network service.

SATURDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Gallant Men*, part.; 8:30-9:30 *Hootenanny*, part.
CBS-TV 7:30-8:30 *Lucy-Desi Comedy Hour*, part.; 8:30-9:30 *The Defenders*, Brown & Williamson, Lever, Allstate, Speidel, Bristol-Myers.
NBC-TV 7:30-8:30 *Sam Benedict*, part.; 8:30-9:30 *Joey Bishop Show*, P. Lorillard, Procter & Gamble.

9-10 p.m.

ABC-TV *Lawrence Welk Show*, part.
CBS-TV 9-9:30 *Defenders*, cont.; 9:30-10:30 *Have Gun, Will Travel*, Amer. Tobacco, Whitehall.
NBC-TV 9-11 *Saturday Night At the Movies*, part.

10-11 p.m.

ABC-TV 10-10:50 *Fight of the Week*, Gillette, Gen. Cigar; 10:50-11:30 *Make That Spare*, Brown & Williamson.
CBS-TV *Gunsmoke*, Johnson & Johnson, Gen. Foods, Procter & Gamble, Alberto Culver.
NBC-TV *Movies*, cont.

Spot news: First—"Suicide," Charles Boyle, KDKA-TV, Pittsburgh; second—"Amphibious Assault in Vietnam," Ha Thuc Can, Saigon, Vietnam; third—"The Oxford Crisis," Charles Cadwell, WMCT (TV), Memphis.

Sound on film award: "The Drop Out," Morris Bleckman and William Tyler, WBBM-TV.

Team filming: First—"Fire Rescue," Doug Downs, Mike Clark, Irving Smith, NBC News; second—"Nor'easter," Bert Roselle, Jim Kerlin, Bob Henry, Bob Vandergriff, Vernon O'Brien, Mat Cooney, WFGA-TV, and "Survivor of Bluebell Found," Ed Godfrey, Al Dempsey, WTVJ (TV) Miami; third—"Emergency Ward," Gerald Yarus, Mike Clark, Nat Cohen, Doug Downs, NBC News.

(June 27) at the annual NPPA convention in Jackson Hole, Wyo.

The NPPA had earlier announced these other winners:

Houston Hall, WRCV-TV, newsfilm cameraman of the year.

News special: First—"The Tunnel," Peter Dehmel, NBC News; second—"A Matter of Persuasion," Houston Hall, WRCV-TV; third—"The Decaying City," Irv Heberg, WBBM-TV Chicago.

News documentary: First—"The Sun Is Not for Sale," Houston Hall, WRCV-TV; second—"The Drop Out," Morris Bleckman,

WBBM-TV; third—"The World of Sophia Loren," Cy Avnet, NBC News.

Feature news: First—"Minutes to Live," Morris Bleckman, WBBM-TV; second—"New Jersey Meadows," Joseph Vadala, NBC News; third—"Easter Hats," Cliff Adkins, WKY-TV, Oklahoma City, and "Ghost Town," Dexter Alley, NBC News.

General news: First—"Guerrilla Activities in the Florida Keys," Bernard Nudelman, CBS News; second—"Sale of a Champion," Charles Pharris, KPRC-TV; third—"Dillcity Tornado," Cliff Adkins, WKY-TV.

Sports: First—"Strike," George Carras, WSOC-TV, Charlotte, N. C.; second—"The Camera Coach," Charles Pharris, KPRC-TV; third—"Hot Golfers," Edward Rountree, WFGA-TV, Jacksonville, Fla.

Will end of option time help anybody?

ONLY CERTAIN ANSWER: NETWORKS STILL HOLD PROGRAM POWER

The question of what practical consequences will stem from the FCC's deletion of television network option time is beginning to look like the chicken-or-egg question of 1963.

Advertisers, agencies, networks, stations, program producers and syndicators could all be affected—possibly basically. A month after the FCC order, however, the only answer on which they agree is that they really don't know the answer.

If there is any betting, it favors the theory that whatever happens will happen slowly. Not much money is being placed on exactly *what* will happen, although independent producers and syndicators tend to feel that eventually they will get a toe-hold in stations' prime-time hours.

There is a growing body of opinion, however, that no matter what comes, option time—or the lack of option time—will have little or nothing to do with it. Analyses have shown that, unlike radio in its heyday, television in recent years has not reflected any distinguishable difference between clearances in option time and in station time.

This lack of correlation was borne out by other studies indicating that the FCC's reduction of option time from three hours to two-and-a-half hours, a few years ago, brought no significant change in station clearances.

Appeal Uncertain ■ The uncertainty of the outcome extends to the question of when, technically, it may be possible to observe what effects the FCC's action may have. The commission made its order effective Sept. 10, but it could be delayed by appeals. As of last week only ABC among the TV networks was considering a strenuous effort to obtain reconsideration. CBS and NBC gave no indication of reaction that would indicate they were especially disturbed by the loss of options.

Some broadcaster sources speculate that by its action the FCC, instead of making it easier for nonnetwork program sources to compete with the networks, may actually have made it easier for the networks to tighten their hold on programming.

This is based both on the economics of programming, which have led major producers to rely more and more on network financing and thus to produce

less and less for syndication, and on the FCC's failure to put a ceiling on the amount of programming stations may take from networks.

The absence of such a ceiling, these broadcasters claim, tends to put an affiliate's entire broadcast day up for grabs by its network. They feel that, psychologically, the three-hour or two-and-a-half-hour limit on option time had a certain inhibiting influence on network pressures but that this inhibition will cease to exist when there is no numerical limit.

Some network-affiliated stations also speculate that they might wind up financially stronger by confining their hours to two major program sources—the networks and their own local programming—than by substituting syndicated for some of the network shows they now carry.

This line of reasoning holds that a station could, in fact, operate with network shows from sign-on to sign-off, with gaps to provide for local news, local service shows, local children's shows and local specials. By scheduling the local programs advantageously the station might be able to reduce its shifts of production and engineering personnel to take maximum advantage of straight-time employees.

Profit Question ■ Whether a syndicated show is more profitable than a network show in the sale time period, from the station's standpoint, apparently depends upon both the saleability of the syndicated show and the extent to which the network program has been sold.

Other broadcasters take the position that, although they don't expect the deletion of option time to have any measurable effect on clearance, other forces almost certainly will.

These include station owners profit pressures on management, the FCC's increasing emphasis on local live programming and the hordes of high-priced programs that the networks themselves have been releasing into syndication after their network runs.

To some observers these forces add up to virtual assurance that there will be a gradual increase in non-clearance of some network shows—more likely those in fringe hours, not in the prime evening hours. How big these holes may become remains a moot question.

Producers and syndicators meanwhile feel that an expansion in the first-run syndication field—which has been at low ebb the last five years—can be expected over the next few years, but that it will come gradually, not precipitously.

The speed with which improvement comes, in their opinion, will depend to a great extent on the stations and on regional advertisers, which sponsored syndicated programs on a wide scale in the 50's.

They don't think the deletion of option time is apt to have any significant effect on stations' buying practices for the 1963-64 season or, probably, for 1964-65. The NBC-TV and CBS-TV plans for news shows at 7-7:30 p.m.—a period widely used for syndicated programs—are taken to mean that evening periods for syndicated shows will be harder, not easier, to find.

First-Run List ■ A compilation of first-run series prepared for 1963-64 shows that they are relatively few and, for the most part, offer specialized appeal (see list, facing page). Mostly they seem intended to gain specific audiences in fringe time periods—and when local time periods open up, they must compete with the large number of off-network shows that can be priced considerably lower than first-run syndicated shows.

Thus far this year 24 off-network series have been put into syndication and at least a dozen more are slated for release before the end of the year. All are high-budget productions. In contrast 13 first-run series are being offered, most of them modestly produced.

Although prices haven't risen drastically in production for syndication since 1956, the heyday of such programming, the big producers prefer to spread the risk by getting network backing, rather than concentrate on production for station-by-station selling. Authoritative estimates place costs of a first-run syndicated series of prime-time quality at \$35,000 to \$38,000 today, against \$27,000 to \$30,000 in 1956.

If one or two large regional advertisers come forward to pick up a solid portion of the tab for a first-run show, some syndicators would be willing to proceed with such programs. But big regional advertisers have shied away

from syndication in recent years. Many have bought participations in network as well as local shows.

Despite these obstacles, some syndicators are optimistic. They point out that decisions by a sizable number of key stations to eliminate one or two of the "weaker" shows from their network schedules could give a lift to syndication.

With some station encouragement, syndicators conceivably could lure back more regional advertiser money and finance first-run series of prime-time quality.

Some Changes Made ■ The first-run syndication series that are being offered for TV during 1963-64 differ

markedly, by and large, from the type offered during the heyday of syndication from 1954-58. This year's crop, with few exceptions, are low-budget series of specialized appeal designed for showing in fringe time periods, in contrast with the high budget, mass-appeal series that were offered in former years.

Storer Program Sales *The Littlest Hobo*, half-hour action adventure; Official Films Inc.—*Battle Line*, half-hour, documentary; Trans-Lux Television, *Mack and Myer for Hire*, 15-minute slapstick comedy; Seven Arts Associated—*Emmett Kelly Show*, half-hour cartoon and live action and *En France*, half-hour, educational-en-

tertainment; Independent Television Corp., *The Saint*, one-hour, action-adventure.

United Artists Television—*Lee Marvin Presents—Lawbreaker*; Desilu Sales Inc.—*Fractured Flickers*, half-hour series of silent movies updated with new sound track and *The World at War*, half-hour, documentary; Walter Schwimmer Inc.—*Let's Go to the Race*, half-hour, sports; World Vaudeville Corp.—*This Is Vaudeville*, 90-minute variety; Westinghouse Broadcasting Co. Program Sales—*Steve Allen Show*, daily 90-minute variety (second year of production), and NBC Films, *Astro-Boy*, half-hour cartoon.

Syndicators' comments reflect uncertain state



Mr. Reed



Mr. Firestone



Mr. Schwimmer



Mr. Liebenguth



Mr. Seidelman



Mr. Kotler

The mixed feeling concerning first-run production is summed up in the following observations by some of the leading syndicators:

■ Seymour Reed, president of Official Films, which is offering a new series, *Battle Line*, for 1963-64, believes the FCC move has had "little apparent effect" to date. He agreed that "it's still too early to tell," but he was frankly pessimistic about the outlook for syndicated films in general. Official Films, he pointed out, has been successful with *Biography* over the past two years (it has been sold in more than 200 markets), but acknowledged the program is an exception rather than the rule in syndication. He reported it is difficult for a syndicator to compete with networks in obtaining time slots and advertisers for action-adventure shows, but said that could be accomplished if a distributor offered a prestige-type series with built-in entertainment values.

■ Len Firestone, vice president and general manager of Four Star Distribution Corp., said he is more optimistic now than he was several weeks ago when the FCC ruling was announced. He has had conversations with the managers of some TV stations and this has persuaded him that the syndicator may well be in a more advantageous position because of the ruling. He added that Four Star is developing two first-run properties for syndication but commented significantly: "We will not go ahead with production until we land a substantial regional advertiser. It's too risky to do otherwise."

■ Walter Schwimmer, president of Walter Schwimmer Inc., doubts that the FCC ruling will have any effect in the immediate future. He noted that his company is preparing one first-run series to be released this fall (*Let's Go*

to the Races) but said he had no plans to expand his programing ventures substantially, preferring to "wait and see" what happens to stations' programing policies.

■ Jacques Liebenguth, sales manager, Storer Program Sales, believes the FCC action will have no effect for some time to come. He believes the key to expanding the number of syndicated programs on stations is to induce regional advertisers to sponsor such shows.

■ Robert Seidelman, vice president in charge of syndication for Screen Gems, is convinced that the new ruling will have no significant effect in the immediate future. But he said that Screen Gems is adopting a wait-and-watch attitude, and is prepared to move into first-run production when the time is propitious. He indicated that the key lies with the large regional advertisers, once the mainstay of syndication.

■ Joseph Kotler, vice president of Warner Bros.' television division, believes the network option time ban could result in a demand for new syndicated programs, but said he doesn't believe this will happen for a year or two. He noted that station managers now will find it "a little easier" to replace a low-rated network show with one that would have more appeal in their particular markets. But he added that networks serve as a valuable source for new program material and he is "certain that advertisers will continue to get good clearances for top network programs."

The sum of all the reactions is approximately this: A real resurgence in quality first-run production depends on station and advertiser willingness to buy.

But willingness to buy depends on the quality and price of films produced.

Which comes first remains the big unanswered question.

Simulcasts start year long series on unemployment

A one-year radio-television campaign to center community attention and action on the problems of unemployment in western Pennsylvania began June 23 on KDKA-AM-TV Pittsburgh. The stations will reportedly spend at least \$100,000 on the campaign.

Called *Focal Point*, the series opened with a one-hour (9-10 p.m.) simulcast.

The simulcast series continued June 24-26 with 90-minute live symposiums from Carnegie Hall with key government personnel participating with leading figures from industry, labor and education.

Among topics discussed: The drive for new industries, the role of local, state and federal governments in seeking solutions, and the key roles that education and culture must play. Each forum was preceded by a 30-minute documentary, and concluded with a question and answer session.

Among the panelists were Governor William B. Scranton and his predecessor David L. Lawrence, William F. Buckley Jr., editor of the *National Review*, Dr. Edward T. Litchfield, chancellor of the University of Pittsburgh; Dr. John C. Warner, president of the Carnegie Insti-

tute of Technology and Senator Hugh D. Scott (R-Pa.).

In addition to the simulcasts, KDKA is using a vertical documentary format of five-minute features broadcast every half hour from 9:30 a.m. to 7:30 p.m.

KDKA will follow the simulcast series with a series of one-hour open-end interviews with nine leaders of Pittsburgh's civic renaissance, using the renaissance as an example of the community-wide cooperation needed in the unemployment situation.

Further debates are planned on both stations, with additional occasional simulcasts.

Vol. 7 in 11 markets in first 2 weeks

Sales have been completed in 11 top markets during the first two weeks of distribution of Seven Arts Associated Corp.'s Volume 7 of "Films of the 50's," Robert Rich, vice president and general sales manager, announced last week.

The package of 50 features, including "Hatful of Rain," "Will Success

Spoil Rock Hunter" and "Desk Set," has been sold to WGN-TV Chicago; KRON-TV San Francisco; WAPI-TV Birmingham, Ala.; WSyr-TV Syracuse, N. Y.; WTPA-TV Harrisburg, Pa.; KBTU-TV Denver; WLAC-TV Nashville; WDAU-TV Scranton, Pa.; WMTW-TV Poland Spring, Me.; KLFY-TV Lafayette, La., and KOLO-TV Reno.

'Breakfast Club' in Europe for a week

ABC Radio's *Breakfast Club* will originate from European locations this week as part of the 20th anniversary celebration of the Armed Forces Network, Europe.

Don McNeil and the entire *Breakfast Club* troupe began taping the shows last Saturday (June 29) and will continue through July 5. The programs will be heard two days later in the U. S. and Europe.

Locales for the broadcasts are Lakenheath, England; Evereux Air Base, France; aboard the aircraft carrier Enterprise; West Berlin; Frankfurt, Bitburg Air Base and Munich, all Germany.

AFN, with headquarters in Frankfurt, first went on the air July 4, 1943 in the cellar of the BBC in London. The *Breakfast Club* is broadcast daily over AFN.

Gordo's flight draws record TV audience

Major Gordon Cooper's space flight in May attracted the largest TV audience ever tuned to a single event, according to a special analysis released by A. C. Nielsen Co. last week.

The report indicates that 45 million families followed network telecasts of the event, each home viewing the live coverage for an average of two hours and 36 minutes.

Times of maximum audience were estimated by Nielsen as 9:04 a.m. on May 15 (blast off) when one-third of U.S. TV homes were tuned in.

ABC owned stations' TV programmers meet

Program directors of the ABC owned television stations were advised last week to put primary emphasis on programming, then to worry about advertisers.

Edward Warren, ABC-TV director of program services, told the directors, who met in New York last week for a series of discussions, to "program first—sell later." Mr. Warren suggested to the group that quality programming would find its audience and that sponsors in search of that audience, would find the programming.

The station directors also attended sessions on researching new program concepts, news programming and engineering during the three-day (Wednesday-Friday) meeting.

Program notes . . .

Griffin in for Godfrey • Merv Griffin will act as host of *Arthur Godfrey Time* (Monday-Friday, 9:10-10 a.m.) on CBS Radio, July 29 through Aug. 12, when Mr. Godfrey returns to the show. Mr. Griffin will also host *Merv Griffin's Treasury Of Stars* (Saturday,



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Radio-press coexistence

Kyw Cleveland is now broadcasting its *Program PM* one night a week from the Cleveland Press Club, where Harv Morgan, host of the program, is joined by various writers in interviewing celebrities. The station reports a new rapport between the club's newspaper members and kyw as a result of the program.

12:35-1 p.m.), a summer musical series which begins on CBS Radio July 6.

UA TV projects ■ United Artists Television Inc. and Edgewater Productions Inc. have joined to co-produce several television properties to be developed and produced by Robert Alan Aurthur, president of Edgewater. Included are a half-hour TV series based on the novel, *Pioneer, Go Home*; an hour TV series to be created by N. Richard Nash to be written by Alfred Bester.

Negro radio series ■ *Highlights in Negro History*, a 26-program series of 10 minute dramatizations of the contributions Negroes have made to perpetuate American ideals is available from High-

light Radio Productions, 3355 Rochester Street (Suite 102), Detroit 6. The series has been sold to WUST Bethesda, Md.; WEBB Baltimore; WTHB Augusta, Ga.; WAMM Flint, Mich.; WVOI Nashville, and WCHB Detroit.

AFL changes TV rules

Revenue from local football telecasts, not contracted with the American Football League, will go to the individual AFL clubs this season. Pre-season game revenue will be split among the league's eight teams.

The proposals were approved Wednesday (June 26) at the annual summer meeting of the AFL in Buffalo.

News service offered

Resort Radio Productions, 7 South Cambridge Avenue, Atlantic City, has formed a special news unit for radio and TV coverage of the 1964 Democratic National Convention to be held beginning Aug. 24, 1964 in Atlantic City.

RRP will offer coverage to regional networks, groups and independents with individual reports tailored for subscribing stations. Radio coverage will include beepers, actualities, taped interviews and spot news reports. TV coverage will include both silent and sound on film coverage.

EQUIPMENT & ENGINEERING

MOTOROLA RE-ENTERS COLOR TV FIELD

Will make sets with both round and rectangular tubes

Motorola Inc. announced its re-entry into the color TV set market last week with two groups of color receivers, one line of three sets using the standard RCA 21-inch round picture tube and another line of eight sets using Motorola's new 23-inch short-neck rectangular color tube.

Motorola's key selling point for the new 23-inch color set: the new short-neck rectangular tube permits set size as compact as the present comparable black-and-white receivers. Motorola said the bulky "furniture" size of the older 21-inch color set has been a selling stumbling block with the lady of the house.

The new 23-inch color set line will start at \$650 while the new 21-inch set line in wood cabinet begins at \$449. At the brief Chicago demonstration last Tuesday (June 25) the 23-inch tube appeared to perform equally with the standard 21-inch version. A simultaneous showing was held in New York.

Motorola's new 23-inch color tube is a three-gun shadow mask tube similar to the RCA 21-inch round tube in near-

ly all respects except that it is rectangular and has 92 degree deflection instead of 70 degree. Motorola also has developed a new color chassis for use with the 23-inch tube since the deflection circuit requirements vary from the round tube set. The 23-inch tube was developed by Motorola using the standard 23-inch rectangular glass envelope used for black-and-white.

Motorola first showed a prototype of its new color tube two years ago and offered the design to anyone who would manufacture it. There were no takers. Motorola said the industry experts told the company it would take four years and \$16 million to produce the tube commercially. Motorola since then has perfected the tube and invested \$4 million, mostly for special production tooling installed at National Video Corp., Chicago, which is manufacturing the tube for Motorola.

Motorola said it will take all of National Video's color tube production this year and will have "tens of thousands" of 23-inch color sets on the market by the end of this year. The company is offering a full one-year warranty on both color set lines, including picture tubes. A "seven figure" advertising promotion will be started for color in the fall, it was reported.

Jerrold Corp. halts its diversification

The diversification policy followed by the Jerrold Corp. in the last few years is going to be reversed with the assumption by Milton J. Shapp of the presidency of the Philadelphia electronics firm.

Mr. Shapp, founder of Jerrold in 1948 and its president until 1961, suc-

ceeds Sidney Harman as president and chief executive officer. The announcement was made at the annual stockholders meeting June 25.

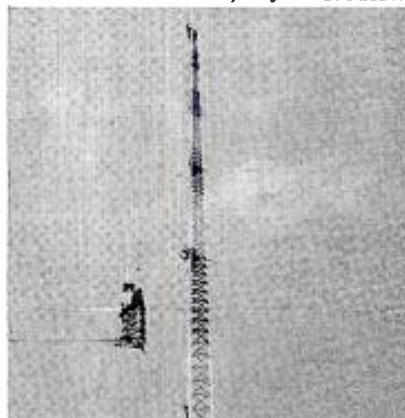
Mr. Harman, who came to Jerrold when that firm acquired the Harman-Kardon Inc., high fidelity component maker three years ago sold his stock holdings and that of his family and has resigned from the company.

Mr. Shapp said in a statement issued last week:

"For several months, basic policy dif-

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ferences have existed between Mr. Harman and myself as to the future direction that the company should follow to maximize profits. The operation of a company reflects the personality and experience of its chief executive officer. It is my belief that with the rapid expansion of the community antenna and microwave industries, that going forward, the company should lay greater stress in these fields rather than emphasize the general pattern of diversification that the company has been following for the past two-and-a-half years."

He also reported that for the first four months of its fiscal year Jerrold has been operating at a loss. First quarter losses were about \$104,000, he said, before tax recovery.

Jerrold had record sales of \$24.8 million for the fiscal year ending Feb. 28, 1963. Net earnings after taxes were

\$739,617 (36 cents a common share).

The Jerrold Corp. is divided into five subsidiaries: Jerrold Electronics Corp., Harman-Kardon Inc., Technical Appliance Corp., Pilot Radio Corp. and Analab Instrument Corp.

Biggest Block ■ Mr. Shapp and his wife are the largest individual stockholders of the Jerrold Corp. They own together 333,025 shares out of over 2 million outstanding.

Six directors were elected at the stockholders meeting. In addition to Mr. Shapp and his wife, the following were elected: Alex Satinsky, attorney and secretary of the corporation; Simon Pomerantz, treasurer and assistant secretary of the corporation; Frank Weil and Edward H. Weitzen, both with Carl M. Loeb, Rhoades & Co., investment bankers, which directly and indirectly owns 353,707 shares.

In addition to other affiliations, Mr. Shapp is consultant to the Department of Commerce, vice chairman of the National Public Advisory Committee on Area Redevelopment and special consultant to the Peace Corps.

Technical topics...

RCA to Gibbsboro ■ RCA's Broadcast and Communications Products Division has announced the consolidation of engineering, laboratory, and assembly facilities for broadcast antennas at their Gibbsboro, N. J., test area.

Ampex file ■ Ampex Corp. has released a six-part fact file, designed for use by both broadcast and closed circuit interests, which includes information on Ampex's line of Videotape recorders and other equipment.

INTERNATIONAL

THE TAXES AUSTRALIA GETS FROM TV

Federal government receives \$38 million annually

Australian television is responsible for an estimated \$38 million annually in license fees and taxes to the federal government in Canberra.

According to figures just released by the government highlighting TV's role in the Australian economy, viewers pay approximately \$18 million annually in license fees; manufacturers and service houses pay an estimated \$20 million in sales and excise taxes on equipment in TV sets and on replacement parts, and commercial TV stations pay about \$257,000.

The government has collected a total of \$66.3 million in viewers' license fees and an additional \$752,640 in revenue levies from commercial operators since the start of television in Australia in 1956. In the same period, taxes totaling approximately \$107.5 million have gone into general revenue.

A breakdown of TV license fee revenues in the past five years reveals a

jump from \$6.2 million in 1958-59, to about \$17.9 million estimated for the current year.

The revenues from license fees to date have been in excess of the cost of running the TV service of the Australian Broadcasting Commission.

Picture tube production also has shown a substantial increase with revenue from the sale of picture tubes in 1963 expected to exceed \$5.6 million.

According to industry estimates, the tax income on each set sold, excluding the excise tax on its picture tube, is about \$44.80.

CBS adds von Brentano to satellite special

Heinrich von Brentano, former foreign minister of West Germany and present majority leader in the Bundestag, has been added as a participant in the planned *Town Meeting of the*

World a CBS-TV broadcast using the Telstar 11 communications satellite.

The broadcast will be seen July 10 (12:15-1:20 p.m.) and will be rebroadcast that evening at 7:30-8:30 p.m.

Mr. Brentano will speak from Cologne, Germany. The other participants include former President Dwight D. Eisenhower in Denver; former British Prime Minister Anthony Eden in London and Jean Monnet, in Brussels.

British TV company reports 26% profit drop

The profits of Associated Television Ltd., one of Britain's big four TV companies, have dropped by about 26%. Its dividend to shareholders has been cut. Profits have fallen from \$14,030,299 before tax for the previous year to \$9,496,866 for the 11 months ended on March 31. Allowing for the one month difference in the two accounting periods the latest figure shows a drop of about 26% in profits before tax.

Profits after tax deductions last year were \$6,661,953. In the 11 months period they were \$5,179,185.

BBG approves CBC request for stations

The Canadian Broadcasting Corp. received approval for all radio and television stations and low power radio relay stations requested at the June meeting of the Board of Broadcast Governors at Ottawa. BBG recommended CBC for new French-language TV network repeater station at Chetivamp, N. S., with 7.9 kw video and 4 kw audio on channel 10; new French-language TV rebroadcasting station on the Magdalen Islands in the Gulf of St. Lawrence with 1.18 kw video and 0.59 kw audio on channel 12; TV rebroadcasting station at Red Lake, Ont.,

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to pick up programs of CBWAT Kenora, Ont., with 0.49 kw video and 0.24 kw audio on channel 10.

New CBC radio stations recommended are at Saint John, N. B., 10 kw on 1110 kc; 40-watt relay stations at Teslin, Yukon, on 940 kc; at Destruction Bay, Yukon, on 940 kc; and at Beaver Creek, Yukon, on 690 kc.

CBC's request for reservation of 10 TV channels across Canada for new second stations in as many communities, was met only in part by BBG. Reservations were approved for channel 9 at Saint John-Fredericton, N. B., with 325 kw video; channel 4 at Sudbury-Sturgeon Falls, Ont., with 60 kw video; and channel 11 at Saskatoon, Sask., with 325 kw video. BBG said it will study use of channel 8 for Prince Edward Island with 325 kw video, and it declined to recommend reservations for stations at Sherbrooke, Que.; Three Rivers, Que.; Port Arthur-Fort William, Ont.; Regina, Sask.; Calgary, Alberta, and Victoria, B. C.

Independent broadcasters have also been recommended for new stations. CKVR-TV Barrie, Ont., can establish a TV rebroadcasting station at Huntsville, Ont., with 143 w video and 72 w audio on channel 8; Ronald Austin East can start a new radio station at Smithers, B. C., with 1 kw daytime and 250 w nighttime on 1230 kc; CKLG Vancouver, B. C., has been recommended for an FM station on 99.3 mc with 97.5 kw.

Controversial Item ■ On the BBG hearing was a switch in frequencies by CHLO St. Thomas, Ont., from 680 kc to 1410 kc to permit CHFI-AM-FM Toronto to establish a new nighttime station with 10 kc on 680 kc at Toronto. Opponents said this was trading in frequencies, since CHFI owners were said to have offered CHLO recompense for losses sustained on the new frequency.

BBG reserved a decision on the CHFI application until early 1964 and will permit other Toronto interests to apply for the frequency. Meanwhile CHLO St. Thomas has been recommended for a change to 1410 kc and power increase from 1 kw to 10 kw day and 2.5 kw night operation with directional antenna.

CJAD Montreal, on 800 kc, has been recommended for a power increase from 10 kw to 50 kw daytime and 10 kw nighttime; CJSO Sorel, Que., can boost power from 1 kw to 10 kw day and 5 kw nighttime on 1320 kc; CKLW-FM Windsor, Ont., can change from 250 w to 50 kw on 93.9 mc, and CHUM Toronto has been recommended for a boost from 5 kw day and 2.5 kw nighttime to 50 kw on 1050 kc.

CJET Smith Falls, Ont., has been sanctioned to change its daytime antenna radiation pattern. CHIQ Hamilton, Ont., can move its nighttime power from 2.5 kw to 5 kw with same daytime

Canadians listen longer

Radio Sales Bureau of Canada reports Canadians listen more to radio than do American audiences. The statistics show blue collar men listen 20 hours a week in Canada, only 18 hours and 22 minutes in the U. S. Canadian men between 20 and 35 listen 19 hours and 18 minutes a week as against 13 hours and 31 minutes for American men between 18 and 34. Canadian housewives listen 30 hours weekly while U. S. housewives listen 16 hours and 46 minutes.

Canadian Radio Sales Bureau is planning further statistics on Canadian listening.

power on 1280 kc. CHUC Cobourg, Ont., changes from a daytime station to a fulltime operation with change of frequency from 1500 kc to 1450 kc and 1 kw.

CJSS-AM-FM Cornwall, Ont., changes ownership from Cornwall Broadcasting Ltd., to a new company to be formed by Paul Emard, Cornwall businessman.

Abroad in brief...

D'Arcy expands ■ D'Arcy Advertising Co., St. Louis, Mo., announced at Toronto, Ont., that the firm is extending its services into Italy through an arrangement with Studio Stile of Milan. It is the seventh international office for D'Arcy Advertising.

Agency adds offices ■ Erwin, Wasey, Ruthrauff and Ryan Inc., New York, after a meeting of regional managers at Toronto, Ont., announced that new offices would be opened at Munich, Germany, and Milan, Italy. Further expansion into the European Common Market countries was anticipated in the near future. Agency last winter opened

an office at Cologne, Germany.

Viewer increase ■ Figures released by Television Audience Measurement Ltd. show the commercial network share of television viewing in Great Britain has increased for the second consecutive month. TAM states that for the five weeks ended June 2, the commercial network share was 63%, 3% higher than during April.

Set export ■ West German manufacturers are developing low-priced transistor radios for export to "underdeveloped" countries. Two types of receivers are now in the labs, AM-FM receivers and FM-only sets. The West German government is expected to finance part of the exports within the frame of normal help for the non-European countries.

Sale of CHEK-TV approved by BBG

Sale of controlling interest in CHEK-TV Victoria, for \$508,668 to CHAN-TV Vancouver (both British Columbia), was approved Tuesday (June 25) by Board of Broadcast Governors at Ottawa following a public hearing on Monday.

At same time CKNW New Westminster, B. C., Vancouver suburb, had its application for 15% share in CHAN-TV approved by BBG. Both recommendations are subject to approval by Canadian government.

In April BBG had turned down sale of Victoria station to CHAN-TV. Counsel for CHEK-TV said that the only solution to its financial plight was sale to a purchaser who could provide additional capital.

CKNW's bid to buy CHEK-TV was also denied by BBG in April on grounds it would give CKNW a TV outlet which could be primarily focused on Vancouver, a city which already has two television stations (BROADCASTING, April 15).

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BROADCAST ADVERTISING



Mr. Jones



Mr. Edens



Mr. Hovel

Robert L. Edens Jr., Cleo W. Hovel and Dewitt L. Jones elected to board of directors of Leo Burnett Co., Chicago. Messrs. Edens and Hovel are VP's and creative directors. Mr. Jones is vice president

in charge of client services.

Sylvia Harris, VP and account supervisor at Fletcher Richards, Calkins & Holden, New York, elected senior VP and supervisor on consumer and industrial products division account of United States Rubber Co.

John L. Southard Jr., previously senior VP and management supervisor at Lennen & Newell, joins New York office of McCann-Erickson as vice president and senior management officer on Nestle Co. account.

Margaret Hughes joins Wisdom Associates Inc., New York-based advertising agency, as VP and media director.

Charles A. Conrad and William G. Pendill elected VP's at Post-Keyes-Gardner, Chicago. Mr. Conrad is account supervisor of New Era, Red Dot and Kacy Jones potato chip accounts, all divisions of Frito-Lay Inc. Mr. Pendill is Old Milwaukee Beer account

Terry named AAW head

Walter E. Terry, VP and general manager of Johnson & Lewis, San Francisco, elected president of Advertising Association of the West for 1963-64 at AAW annual convention held last week in Los Angeles. He succeeds **Robert L. Hemmings**, of Smith & Hemmings, Los Angeles. Other new AAW officers are **Albert D. Ross**, Nelson Roberts Co., Denver, senior VP; **Jean Replogle**, Jean Replogle & Associates, Los Angeles, VP at large; **Frederick Baker**, Baker & Stimpson Adv., Seattle, secretary, and **Charles Stuart**, Bank of America, treasurer. (Also see AAW story, page 34).

executive. **Jordan Bernstein**, formerly with Sarra Inc., New York commercial production firm, joins Post-Keyes-Gardner as TV-radio production manager.

Paul W. Hodges, head art director, appointed creative director for Miami office of McCann-Marschall, succeeding **Franklin D. Baker**, who has been elected vice president and creative director for Interpublic Inc. (parent firm of McCann-Marschall) in Johannesburg, South Africa.

Albert H. Noble, founder and first president of Noble-Dury and Associates, Nashville and Memphis advertising agency, and until recently firm's board chairman, appointed director of new Tallahassee, Fla., branch of Bishopric/Green/Fielden Inc.

Tom Lazor elected VP of Sudler & Hennessey Inc., New York. Mr. Lazor is supervisor on Schering Corp. and Pfizer Labs accounts at agency.

Anne Martyn named product manager for Home Products division of Shulton Inc., New York. Mrs. Martyn is also in charge of advertising and promotion for Aerosol Corp. of America, a subsidiary of Shulton.



Mr. Hughes

Joseph K. Hughes, VP and general manager of Dallas office of Grant Adv., Chicago, elected executive VP. He will continue as head of Dallas office in addition to having broader responsibilities for corporation policies and function. Mr. Hughes joined Grant in 1956 and has served as VP-general manager of Dallas office since 1959. **Warren J. Kratky**, Gardner VP, appointed creative director of agency's St. Louis office. **Raymond T. Gusnard**, executive controller, elected secretary-treasurer, succeeding Mr. Kratky. **J. Robert Webb**, controller, named assistant treasurer.

George De Pue Jr. joins BBDO as VP and group head assigned to Warner-Lambert account. Mr. De Pue was formerly VP at Grey Adv., New York.

Donald A. Porter, group head on New York Telephone account, and **James H. S. Pierson**, account supervisor on Lever Brothers, elected VP's of BBDO. Mr. Porter was formerly with Ruthrauff & Ryan. Mr. Pierson was with Benton & Bowles.

James A. Milne Jr., manager of product planning and promotion for Fels & Co., Philadelphia manufacturer of soaps and detergents, promoted to advertising-merchandising director. Prior to joining Fels, Mr. Milne had been in

Reps elect Bingham

George C. Bingham, president of New England Spot Sales, Boston, elected president of New England Association of Radio and TV Representatives, succeeding **John T. King**, New England manager of The Katz Agency, who was elected to board of directors. Other officers elected are **Carter S. Knight**, Harrington, Righter & Parsons, VP; and **Santo J. Crupi**, H-R Representatives, secretary-treasurer. Directors elected in addition to Mr. King are **William A. Queen**, Adam Young Co., and **George B. Cookman**, Bill Creed Associates, Boston.

plans and marketing department of N. W. Ayer & Son, Philadelphia, and product manager for Betty Crocker Mixes division of General Mills, Minneapolis.

Richard Q. Kress, former account supervisor at N. W. Ayer & Son, Philadelphia, appointed director of advertising for North American Philips Co. Mr. Kress will make his headquarters in New York and be responsible for all of company's advertising, publicity and promotional activities.

William B. Wilbraham, VP and account supervisor for Chrysler Canada Ltd. account at Grant Adv. of Canada since 1960, named manager of advertising programs and plans in corporate advertising department of Chrysler Corp., Detroit. Earlier Mr. Wilbraham had been with both Grant and D. P. Brother & Co. in Detroit.

J. Barry Lawrence, formerly with Colle & McVoy Adv., Minneapolis, joins Klau-Van Pietersom-Dunlap, Milwaukee, as account executive.



Mr. Tarcher

Leonard Tarcher, VP in charge of media and marketing for The Sackel-Jackson Co., Boston advertising agency, joins Morse International Inc., New York, as VP and media director. Prior to joining Boston agency, Mr. Tarcher was associate media director at Lennen & Newell and had held positions with Biow-Beirn-Toigo, Cecil & Presbrey and J. D. Tarcher & Co.

Stuart Roeder, for past three years with advertising and publicity department of Warner Brothers, joins The Blaine-Thompson Co., New York, as

executive in charge of Warner Brothers Pictures account. Prior to joining Warner Brothers, Mr. Roeder was with 20th Century-Fox for seven years.

William F. Frantz joins Foote, Cone & Belding, New York, as account executive on General Foods account. Mr. Frantz was formerly with Best Foods division of Corn Products Sales Co.

Frank C. Freeman, VP and general manager of KZIX Fort Collins, Colo., joins Advertising Counselors of Arizona Inc., Phoenix, as creative director.

Robert K. Christenberry Jr. joins Gardner Adv., New York, as senior writer. Mr. Christenberry moves to Gardner from Doyle Dane Bernbach.

Neil H. McElroy, board chairman of Procter & Gamble, elected board chairman of Council for Financial Aid to Education. Mr. McElroy succeeds the late **Irving S. Olds**, who was chairman of CFAE board from time of the council's establishment in 1953 until his death last March.



Mr. McElroy

Herbert Gramstorff, advertising manager for Family Products division of Charles Pfizer & Co., joins New York office of Foote, Cone & Belding as executive on Lever Bros. account. **Hal James**, associate director of broadcast in FC&B's New York office, assigned to agency's commercial production department as radio-TV coordinator, a newly created post.

Russell R. Anspach, former senior account executive at Norman, Craig & Kummel, joins Hicks & Greist, New York, as supervisor on Westclox division account of General Time Corp.

Nicholas Gibson, TV producer-art director at Foote, Cone & Belding, New York, joins Papert, Koenig, Lois, that city, as TV commercial producer.

Walter Daspit Jr. named manager of business affairs for TV-radio production at Needham, Louis & Brorby, Chicago, in addition to his present similar duties for agency's television-radio program department.

Kendall J. Mau, executive vice president of Hal Stebbins Inc., Los Angeles advertising and PR firm, elected president of Southern California Alumni chapter of Alpha Delta Sigma.

Dorothy Ravneberg, for 10 years head librarian and research specialist at Foote, Cone & Belding, joins Frank B. Sawdon Inc., New York and Los Angeles ad agency, as research director.

Tom W. Mahaffey, advertising promotion director of WJXT(TV) Jackson-

ville, Fla., elected president of Jacksonville Advertising Club for 1963-64.

Natalie Schram joins North Adv., Chicago, as creative coordinator. She earlier held food and fashion posts in consumer magazine field.

Joan Wilke, formerly of Leo Burnett and Tatham-Laird, joins copy department of Donahue & Coe, Los Angeles.

Budd F. White, former creative director of Firestone-Rosen, Philadelphia, joins copy department of Wermen & Schoor, that city.

Arthur C. McCarroll, for past two years public relations director of Hoffman Electronics Corp., joins Los Angeles office of Fuller & Smith & Ross to coordinate company's PR operations for its clients on West Coast.

Tom Lovelace, art director of Tom Grimes Adv., Dallas, joins Tracy-Locke Adv., that city, in similar capacity.

Charles F. Adams, executive VP of MacManus, John & Adams, Bloomfield Hills, Mich., appointed program chairman for Advertising Recognition Week in 1964, joint endeavor of Advertising Federation of America and Advertising Association of the West. The week will be observed in February, concurrently with annual AFA midwinter conference in Washington, D. C.

THE MEDIA



Mr. Fritz

Charles Fritz, VP and Detroit area manager for Blair Radio, appointed VP and general manager of WXYZ Detroit, ABC-owned radio station, succeeding **John O. Gilbert**, who became VP and general manager of WABC-TV New York last month (WEEK'S HEADLINERS, June 10). Mr. Fritz joined Blair as sales representative 12 years ago and earlier was salesman for WWJ Detroit.

Laurence M. Bub, administrator of literary rights and contract negotiations for NBC, West Coast, promoted to manager of talent and program administration for NBC's western division, succeeding **Edward Rosenberg**.

David A. Moss, presently assistant general manager of WKDN Camden, N. J., joins Princeton, N. J.'s new radio station, WHWH, as station and sales manager. WHWH is expected to go on air latter part of August.

Tom Chauncey, president of KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, appointed general chairman of Phoenix's United Fund campaign.

Doug Thompson, sales and promotion manager of KBMT-TV Beaumont,

Tex., promoted to station manager, succeeding **John Fugate**, who resigned. Prior to joining KBMT-TV year ago, Mr. Thompson was assistant manager of KCEN-TV Waco, Tex.

O. P. Bobbitt, VP in charge of sales for KTBC-AM-FM-TV Austin, Tex., assumes added duties as manager of KTBC radio. **Charles L. Howell**, local sales manager of KTBC-TV, assumes added duties as KTBC-TV manager. Mr. Bobbitt joined KTBC in 1950 as salesman. Mr. Howell has been local sales manager of KTBC-TV since 1955.



Mr. Bobbitt



Mr. Howell

Frank B. Palmer, midwest sales manager for broadcast division of Triangle Publications, joins CBS-TV Network Sales, Chicago, as account executive. Mr. Palmer joins CBS after six years with Triangle Stations, where he served successively as general manager of WLYH-TV Lebanon, Pa., general manager of WFBG Altoona, midwest sales manager.

Duncan Mounsey, former general manager of WINQ Tampa, Fla. and WPTR Albany, N. Y., named manager of McGavren-Guild's Atlanta office. Mr. Mounsey succeeds **Charles E. Hedstrom**, who resigned.

Arthur Hull Hayes, president of CBS Radio, appointed national alumni chairman for \$10 million University of Detroit Challenge Fund.

Edward Q. (Ted) Adams transfers from Chicago to New York sales staff

CAAN elects full slate

Robert E. Kilgore, president of Gray & Kilgore Inc., Detroit, elected president of Continental Advertising Agency Network (CAAN), succeeding **William L. Sanborn**, president of Winius-Brandon Co., St. Louis. Other officers elected are **Lowe Runkle**, president of Lowe Runkle Co., Oklahoma City, VP; and **Carl Bishopric**, president of Bishopric/Green/Fielden Inc., secretary-treasurer. All four men were elected to CAAN's executive committee. Other committee members elected are **Seymour S. Preston Jr.**, Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, and **Douglas E. Anderson**, Anderson-McConnell, Hollywood.



Crosley presents annual gift to opera

James D. Shouse, left, chairman of the board of Crosley Broadcasting Corp., presents a \$5,000 check to W. Rowell Chase, treasurer of the Cincinnati Summer Opera Association and executive vice president of Procter and Gamble, as Crosley's 20th annual contribution to the summer opera. The check represents a total of \$100,000 Crosley has contributed over the past 20 years. Looking on at right is John Magro, president of the Summer Opera Association.

of Television Advertising Representatives. Mr. Adams' Chicago post has been filled by **John A. Carrigan**, formerly account executive at NBC-TV Spot Sales in Chicago.

Curtis L. Pierce, member of engineering staff of WNBQ-TV Chicago since 1950, promoted to supervisor of technical operations for WNBQ and WMAQ Chicago, succeeding **Theodore Schreyer**, who retired last week after 37 years of service with NBC.

Edward J. Claseman, chief accountant at WTCN-TV Minneapolis-St. Paul, promoted to business manager.

Harvey Smart, vice president and mid-western sales manager for Blair Television, elected president of Chicago chapter of Station Representatives Association. Other officers elected are **Robert Kalthoff**, Avery-Knodel Inc., VP; and **John Boden**, John Blair Cos., secretary.



Mr. Smart

Martin J. Brown, previously sales service director of WOR-TV New York, joins New York sales staff of Roger O'Connor, radio-television sales rep.

Bruce O. Ballard, former TV producer-director for Bureau of Broadcasting at Arizona State University,

joins Chicago's new UHF channel 26 commercial outlet, WCIU-TV, as assistant program director. Licensed to Weigel Broadcasting Co., WCIU plans to begin operating Sept. 1.

F. E. (Buz) Busby, executive VP and general manager of WTVY Inc. (WTVY Dothan, Ala.), since 1954, elected president and general manager. Mr. Busby is former executive VP of WKRQ Mobile, Ala.



Mr. Busby

James P. Jimirro appointed program director of WPBS Philadelphia.

Terrell L. Metheny Jr., program director and air personality at WABY Albany, joins WOKY Milwaukee as production manager and air personality.

Dave Shafer, for past two years with WJBK Detroit, joins CKLW Windsor-Detroit to handle afternoon record program, succeeding **Bud Davies**, who moves to CKLW's early morning spot.

Frank C. Visk appointed promotion director of WPTR Albany, N. Y. **Gloria Gibson** named continuity director.

Frank Leahy, former football coach of Notre Dame, joins The Star Stations (KOIL Omaha, KISN Portland, Ore., and WISH Indianapolis, latter subject to FCC

approval) to write and broadcast sports editorials.

Sid Fruchter, station manager and sales coordinator for Concert Network's New York outlet, WNCN-FM, and sales coordinator for network's other stations — WBCN-FM Boston, WXCN-FM Providence, and WHCN-FM Hartford, joins Promotional Services Inc., New York media consultant firm, as executive assistant to Sidney K. Halpern, PSI president. Before joining WNCN, Mr. Fruchter was with Herald Tribune Radio Network as account executive for WFYI Mineola, Long Island, N. Y.



Mr. Fruchter



Mr. Parenzan

Joseph M. Parenzan, sales promotion and research manager for CBS-owned KNX-AM-FM Los Angeles, joins Los Angeles office of CBS Radio Spot Sales, effective today (July 1), as account executive, replacing **Jack D. Pohie**, who resigned.

Diana Matson, formerly with promotion department of WMAL-AM-FM Washington, joins WFIL Philadelphia as supervisor of traffic and continuity.

James W. Frost, promotion director of Downtown Riverside (Calif.) Association, resigns to become assistant to Frank P. Fogarty, executive VP of Meredith Broadcasting Co., with headquarters at WOW-AM-FM-TV Omaha. Mr. Frost, who will assume his new post July 8, is former assistant professor of journalism and alumni director at University of Oregon, as well as general manager of Oregon Association of Broadcasters.



Mr. Frost

Virginia Stricker, with Hollywood bureau of BROADCASTING Magazine for seven years and recently with Jerry Lewis Productions, joins KHJ-TV Los Angeles as assistant publicity director.



Mr. Anderson

James W. Anderson, formerly overseas general advisor for ABC International Television, joins Spanish International Network Sales (SINS) as sales executive. Mr. Anderson has been assigned to KWEX-TV (ch. 41) San Antonio as general sales manager.

Sydney A. Abel, advertising repre-

RIBA returns Dougherty



Mr. Dougherty

Joseph Dougherty, VP of Capital Cities Broadcasting Co. and general manager of WPRO-TV Providence, re-elected president of Rhode Island Broadcasters Association. Other officers, also re-elected, are **Joseph (Dody) Sinclair**, WJAR-TV Providence, VP; **Mowry Lowe**, WLKW Providence, treasurer; and **Zel Levin**, WWON-AM-FM Woonsocket, secretary.

sentative for BROADCASTING Magazine in New York, joins sales staff of WRC-AM-FM Washington.

Martin Colby, eastern TV sales manager and national sales specialist for Triangle Publications' broadcast division for past five years, joins Blair Television's BTA division in New York as sales specialist.



Mr. Colby

Jack Brickhouse, sports manager of WGN-AM-TV Chicago, re-elected president of Chicago chapter of National Academy of Television Arts and Sciences. **James W. Beach**, Foote, Cone & Belding, was re-elected first vice president and national VP from Chicago.



Mr. McGreevy



Mr. Bruce

Shawn McGreevy, former securities salesman with L. F. Rothschild & Co., Chicago, joins Chicago TV sales staff of Avery-Knodel Inc., national radio-TV station representatives. **Don Bruce**, member of sales staff of CKBI Prince Albert, Saskatchewan, joins Avery-Knodel's Los Angeles radio sales staff, effective today.

John Crowley, sales manager of KPHO Phoenix, promoted to station manager, replacing **Gene Spry**, recently named station manager of KPHO-TV. **Lou Reker**, KPHO account executive, appointed sales manager, succeeding Mr. Crowley. **Larry Burroughs**, KPHO program director, promoted to assistant station manager. **Sandy Gibbons**, KPHO production head, replaces Mr. Burroughs as program director.

GOVERNMENT

Charles M. Hill, director of TV for U. S. Information Agency, resigns, effective today (July 1), to return to program development for commercial TV. He is creator, together with **Eddie Drost**, of new *Espionage* series which will be produced by **Herbert Brodtkin** for presentation on NBC-TV (Wednesday, 9-10 p.m.) starting this fall. Mr. Hill, who joined USIA in his present capacity 18



Mr. Carter



Mr. Hill

months ago, was formerly associated with **Edward R. Murrow**, USIA director, in production of *See It Now* and *Person to Person*. **Alan Carter**, special assistant to **Don Wilson**, deputy USIA director, succeeds Mr. Hill as agency's television director.

Paul R. Fenner, FCC inspector for Hawaii, retired June 30 after 35 years with agency.

EQUIPMENT & ENGINEERING

Chester M. Carr, formerly with management system staff at Lockheed Missiles and Space Co., Sunnyvale, Calif., appointed general manager of **Bauer Electronics Corp.** (manufacturer of radio broadcasting equipment), San Carlos, Calif.



Mr. Carr

Marcus A. Acheson, consulting engineer on General Telephone & Electronics Corp.-Sylvania corporate staff, announces his retirement effective today. Mr. Acheson holds approximately 40 patents on variety of electronic products and pioneered electric tube developments for almost 40 years.



Mr. Arch

Kenneth R. Arch, who joined Tower Communications Co. last November, promoted to manager of engineering department of **Sioux City, Iowa**, company. Earlier Mr. Arch was with **Aerojet General Corp.**

Herbert L. Brown, former VP and general manager of **Ampex Corp.**'s Sunnyvale, Calif., audio division, appointed VP, **Ampex International-manufacturing and engineering**. Mr. Brown, who joined Ampex in 1955, has been VP of corporation since 1959.

E. V. Huggins, executive VP for associated activities and a director of **Westinghouse Electric Corp.**, resigns today (July 1) to devote himself to area related to industry and defense. Though continuing as senior consultant, he'll have offices at 120 Broadway, New York. Mr. Huggins since 1961 was responsible also for company's subsidiary, **Westinghouse Broadcasting Co. (Group W)** and **Westinghouse International Operations**. Westinghouse said it will not fill vacancy.

PROGRAMING

Julius Edelman elected executive VP and producer-director at **Mickey Schwarz Productions Inc.**, New York. Mr. Edelman was formerly production group supervisor at **Ted Bates & Co.** **John Griffiths** elected VP of **Academy TV Film Productions**, Canadian affiliate of **Schwarz' New York TV commercial production firm**.

Robert M. Fresco appointed associate producer of six hour-long TV documentary specials **David L. Wolper Productions** is producing in association with **United Artists-TV**. Mr. Fresco, who functioned in same capacity on *The Story Of* series for Wolper, will coordinate his new activities with producer **Marshall Flaum**. **William Cartwright** has been named supervising film editor on firm's 90-minute TV docu-



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FAB elects Dodson



Mr. Dodson

Eugene B. Dodson, general manager of WTVT(TV) Tampa, elected president of Florida Association of Broadcasters, succeeding **Joseph S. Field Jr.**,

WIRK West Palm Beach. Other officers elected are **Jesse Cripe**, WFGA-TV Jacksonville, VP for TV; **Fred Shawn**, WSUN St. Petersburg, VP for radio; and **Norman O. Protsman**, WNER Live Oak, treasurer (re-elected). New TV directors are **Lee Ruwitch**, WTVJ-TV Miami; **Charles Kelly**, WCKT(TV) Miami; and **James Tighe**, WJHG-TV Panama City. New radio directors are **Bernard Neary**, WGBS Miami; **Robert Nelson**, WBRD Bradenton; and **Justin Miller**, WCOA Pensacola.

mentary, *The Making of The President 1960* of which Mel Stuart is producer-director with David L. Wolper as executive producer.

Winston O'Keefe, with Screen Gems for past five years, signed to new term contract to develop several new TV series with Harry Ackerman, vice president and executive producer. Mr. O'Keefe will also produce episodes on series currently in work.

Lee Savage, formerly of Electra Films and J. Walter Thompson, joins MPO Videotronics Inc., New York, as director of animation and film graphics.

Daniel Endy and **John Hentz**, sports film producers, join Tel Ra Productions, Philadelphia.

Herbert W. Hobler, director of production operations for Videotape Productions of New York Inc., elected VP in charge of production operations.

Robert W. O'Brian joins syndication sales staff of Independent Television Corp., Chicago.

Irving Elman, associate producer of *The Eleventh Hour*, named producer of hour-long NBC-TV series for its second season, starting Oct. 2 in Wednesday 10-11 p.m. time period. Mr. Elman succeeds **Sam Rolfe**, on leave of absence for work-vacation trip to Europe. **Ellis Marcus**, who wrote many of first season's programs, named associate producer and story editor.

Hal Goodman and **Larry Klein**, recently with CBS-TV in development of TV projects, signed by MGM-TV to

create, develop and produce comedy series for studio. Besides having created and produced *Margie* series, duo wrote *Playhouse 90* drama "Invitation To a Gunfighter," being filmed as feature picture by Stanley Kramer.



Mr. Dubin

Mickey R. Dubin, VP of Sutherland Associates, named VP in charge of sales and administration for Sarra Inc., New York production firm. Prior to joining Sutherland, Mr. Dubin was senior vice president and member of board at Filmways Inc. He is also member of Connecticut bar, and member of law firm of Dubin & Dubin in Hartford.

Nick Castle and **Danny Daniels** signed to choreograph six programs of *The Judy Garland Show*, which will premiere on CBS-TV Sept. 29.

Bronislau Kapér has been signed by Revue Studios to compose musical score and main title theme for *Arrest and Trial* series (8:30-10 p.m., ABC-TV).

NEWS

Dick Richmond, formerly of WPLO Atlanta, Ga., joins WQAD-TV Moline, Ill., as director of news. Mr. Richmond will assume his duties today (July 1) and organize news department for WQAD-TV which has air date of August 1.



Mr. Richmond

George Baskos appointed local news director of KLMO Longmont, Colo.

Marty McNeely, on-camera newsman and sportscaster at WXYZ-TV Detroit, joins WRCV Philadelphia, effective July 1, as air personality.



Mr. Tobias

Richard M. Tobias, member of news department of WHAM Rochester, N. Y., for past eight months, promoted to news director, succeeding **Ronald E. Mires**, who resigned to join WBZ-AM-FM Boston as news director. Mr. Tobias is former news director of WCLI Corning, N. Y., and correspondent with U. S. Department of Defense in Europe.

Clayton Vaughn, news director of KAKC Tulsa, elected president of Oklahoma Associated Press Broadcasters, succeeding **Bob Stabler**, KCCO Lawton.

Doug Stephens appointed manager of mobile news reporting at wowo Fort

Wayne, Ind. He succeeds **John Cigna**, who has been moved to station's late night disc jockey show.

Daniel R. Bialk, formerly of *Milwaukee Journal* and *Sentinel*, joins news staff of WISN-TV Milwaukee as news-sports writer and reporter. He will also take over as news editor for *Wisconsin News—Morning Edition*.

ALLIED FIELDS



Mr. Crane

Frank W. Crane, western manager for Broadcast Clearing House, New York, elected executive VP. Mr. Crane, as second ranking executive officer for the centralized billing company, will make his headquarters in San Francisco and service entire West Coast area. **Lee P. Mehlig**, firm's president, will continue to supervise servicing of BCH systems and procedures with advertising agencies, station representatives and radio-TV stations in New York. Mr. Crane, former partner of Torbet, Allen & Crane, joined BCH last September.

Lorie M. Molnar, associate of late Frieda B. Henneck, has formed Washington law firm specializing in administrative practice, with **James A. Gammon**, previously with McGrath & McGrath. Both Miss Molnar and Mr. Gammon are 1959 graduates of Georgetown University Law School.

Excutives appoint Crohan



Mr. Crohan

John F. Crohan, VP and general manager of WCOP - AM - FM Boston, elected president of Broadcasting Executives Club of New England. Other officers elected are **John King**, The Katz Agency, first VP; **Harry Wheeler**, WHDH-AM-FM-TV Boston, second VP; **Virginia Fairweather**, of Harry M. Frost Agency, treasurer; and **William Walsh**, WNAC-TV Boston, secretary. Directors for 1963-64 are immediate past president, **Thomas Y. Gorman**, WEEI Boston; **Ken MacDonald**, WBZ-TV Boston; **Carter Knight**, Harrington, Righter & Parsons; **Norman Knight**, Knight Management Corp.; **Robert Weiss**, Salada Tea Co.; **Milton Gunn**, TV Guide; **Eileen Conradi**, Kenyon & Eckhardt; and **Thomas Robertson**, WMEX Boston.

INTERNATIONAL



Mr. Berman

Richard Berman, since 1957 manager of international facilities for NBC, responsible for supervision of network's international investment and management activities, joins Screen Gems Inc., TV subsidiary of Columbia Pictures Corp., New York, as administrator of international operations. Mr. Berman previously served as business manager of NBC Opera Co., business manager of NBC Radio's *Weekday* program and supervisor of production at WRCV-TV Philadelphia.

Edward Lawless, formerly of advertising sales staff of *Reader's Digest*, Toronto, elected executive VP of Television Bureau of Advertising of Canada, that city, replacing **W. R. Seth Jr.**, who resigned last December.

Kevin Miller named manager of Saskatoon branch of McConnell, Eastman & Co. Ltd., London, Ont.

Kenneth L. Davis, chief of New Orleans bureau of Associated Press, appointed director of AP operations in Argentina, Uruguay and Paraguay, with headquarters at Buenos Aires. Mr. Davis succeeds **Sam Summerlin**, who has been named chief of New Orleans

ATAS returns Berg

Dick Berg, VP of Revue Productions and producer of company's *Bob Hope-Chrysler Theatre* for NBC-TV, re-elected president of Hollywood chapter of National Academy of Television Arts and Sciences. Other officers elected are **Don DeFore**, first VP; **John Scott Trotter**, second VP; **Danny Landres**, secretary; and **Howard Johnson**, treasurer. New trustees elected for two-year terms are **John Guedel**, **Marvin Aubrey Davis**, **Jackie Cooper**, **Ted Post** and **Mr. Berg**.

bureau, with responsibility for AP operations in Louisiana and Mississippi. Mr. Davis joined AP in Kansas City in 1941. **Daniel Harker**, member of AP staff in Bogota, Colombia, replaces **George Arfeld** as correspondent in Havana, Cuba. Mr. Arfeld was appointed correspondent in Lisbon, Portugal.

Roland Giguere, manager of CFTM-TV Montreal, and **Robert L'Herbier**, program director of CFTM-TV, elected directors of Paul L'Anglais Inc., Montreal station representative firm.

Maurie Service, announcer-news reader at 3KZ Melbourne, Australia, joins **Richards Adv. Service Pty. Ltd.**, that city, as radio-television writer-pro-

ducer. Mr. Service, formerly of 3NE and 3TR, both Melbourne, joined 3KZ last October.

Robert M. Campbell, former managing director of J. Walter Thompson Co. Ltd., Toronto, elected vice president of Paul, Phelan and Perry Ltd., Toronto advertising agency.

Margaret Morris, formerly of CBO and CBOT(TV) Ottawa, appointed staff announcer on CBL and CBLT(TV) Toronto. She identifies Canadian Broadcasting Corp. network programs at originating Toronto station, also does late evening newscasts. Miss Morris also has three-hour Sunday evening music program on CJBC Toronto.

DEATHS

Jack Kilgore, 40, assistant to controller of Desilu Productions, died June 23 at Los Angeles Temple Hospital of heart attack.

George S. Kraft, 39, film director and photographer at WSBA-TV York, Pa., died June 19 at U. S. Public Health Service Hospital in Baltimore.

Jack Bernard, 59, president and board chairman of Rapid Film Technique Inc., Long Island City, N. Y., died June 6 in Scarsdale, N. Y.

Vern Craig, 54, air personality at WKAP Allentown, Pa., died June 20 of heart attack. Mr. Craig joined WKAP in 1951.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING June 20 through June 26 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV station

APPLICATION

San Diego, Calif.—San Diego Telecasters Inc. UHF channel 39 (620-628 mc); ERP 21.9 kw vis., 11.8 kw aur. Ant. height above average terrain 1877 ft., above ground 143 ft. P. O. address 2850 Fifth Avenue, San Diego. Estimated construction cost \$132,000; first year operating cost \$84,000; revenue \$84,000. Studio location San Diego; trans. location 13 miles east on San Miguel Mountain. Geographic coordinates 32° 41' 49" N. Lat., 116° 55' 03" W. Long. Type trans: RCA TTU-1B, type ant. RCA TFU-24DM. Legal counsel Saul R. Levine, Los Angeles;

consulting engineer. A. E. Towne, San Francisco. Principals: Lawrence Shushan and Leon Kahn (each 50%). Messrs. Shushan and Kahn are both owners of KPRI-FM San Diego; former is also part-owner of record company and latter is also doctor. Ann. June 24.

New AM station

ACTION BY FCC

Fine Music Inc., Dwight M. Cleveland. 600 Montgomery St., Montgomery, Ala.—Granted CP for new daytime AM station to operate on 1500 kc, 500 w; remote con-

trol permitted; conditions include pre-sunrise operation with daytime facilities pending final decision in Doc. 14419. Action June 26.

Existing AM station

ACTION BY FCC

KQEN Roseburg, Ore.—Granted increased daytime power on 1240 kc to 1 kw from 250 w, continued nighttime operation with 250 w; remote control permitted; conditions. Action June 26.

Existing FM stations

CP CANCELLED

WICU-FM Erie, Pa.—CP cancelled for

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

new FM station to operate on 103.7 mc. channel 279, and call letters deleted. Permittee Gibraltar Enterprises Inc. Ann. June 24.

Ownership changes

ACTIONS BY FCC

KLAC-AM-FM Los Angeles, Calif.—Granted assignment of license from M. W. Hall (100%), d/b as Hall Bestg. Inc., to Metromedia Inc. Consideration \$4,500,000 (\$300,000 is for FM facility). Mr. Hall agrees not to compete in radio, within 50 mile radius of Los Angeles, for 10 years. Metromedia owns KMBC-AM-FM-TV Kansas City, Mo., WHK-AM-FM Cleveland, Ohio, WIP-AM-FM Philadelphia, Pa., WNEW-AM-FM-TV New York City, WTTG-TV Washington, D. C., WTVH-TV Peoria & WTVF-TV Decatur, both Illinois, and 98.43% of KOVR-TV Stockton, Calif. Action June 26.

WREX-TV Rockford, Ill.—Granted transfer of control of licensee corporation, Greater Rockford TV Inc. from over 50 stockholders to WREX-TV Inc. (100%), solely owned by Gannett Inc., also large corporation. Consideration \$3,420,000. Gannett Newspaper stations are WHEC-AM-TV Rochester, WJMR-AM-TV Binghamton, WENY Elmira, all New York, and WDAY Danville, Ill. Action June 26.

WJRW(FM) Palmyra, Pa.—Granted transfer of control of licensee corporation, Radio Music Inc., from L. M. Williams, Earnest D. Williams, Jack L. Williams, Harry M. Williams and L. S. Alspach (each 20%) to R. L. Fenstermacher, C. E. Miller and H. T. Ross (each 33 1/3%). Consideration \$10,000. FCC waived three-year holding rule. Messrs. Miller and Ross are part owners of WITT Lewisburg, Pa.; Mr. Fenstermacher owns broadcasting service firm. Action June 26.

ACTIONS BY BROADCAST BUREAU

KDAS(TV) Hanford, Calif.—Granted assignment of cp from Harold D. Gann (50%) and George L. Naron & C. B. Sweeney (each 25%), d/b as Gann TV Enterprises, to Mr. Naron and Mr. Sweeney (each 50%). Consideration \$7,000 and assumption of debt. Action June 25.

WKRS Waukegan, Ill.—Granted transfer of control of licensee corporation, News-Sun Broadcasting Co., from individuals to Keystone Printing Service Inc., substantially owned by same persons. No financial consideration involved. Action June 20.

KNIA Knoxville, Iowa—Granted assignment of license from Mitchell Broadcasting Co. to KNIA Broadcasting Co., wholly owned subsidiary of Mitchell. No financial consideration involved. Action June 24.

WCND Shelbyville, Ky.—Granted assignment of CP from J. B. Crawley, R. L. Turner, W. B. Kelly and Dean Harden (each 25%), d/b as Shelby Broadcasting Co., to Messrs. Crawley, Turner and Kelly (each 33 1/3%), tr/as company of same name. No financial consideration involved. Action June 24.

KPRM Park Rapids, Minn.—Granted assignment of license from Edward De La Hunt Jr. (66 2/3%) and E. H. Granse (33 1/3%), d/b as De La Hunt Broadcasting Co., to same persons in same percentages tr/as De La Hunt Broadcasting Corp. No financial consideration involved. Action June 24.

WBIC Islip, N. Y.—Granted assignment of license from Maurice S. Weiss, Herbert P. Hoffman and Eugene Kleinman (each 24 1/3%) and others, d/b as South Shore Broadcasting Corp., to Gerald T. Arthur and Wilson B. Stringer (each 37.5%) and Irvine Maidman (25%), tr/as Meridian Media Inc. Consideration \$250,000. Mr. Arthur is senior VP of Donahue & Coe Inc., New York; Mr. Stringer is VP of Rowe & Sanford, New York; Mr. Maidman is realtor. Action June 25.

WNOH Raleigh, N. C.—Granted acquisition of negative control of licensee corporation, North Carolina Electronics Inc., from Frank P. Larson Jr. (25%) by James P. Panton (50% after transfer, 25% before); other ownership remains stable. Consideration \$12,000. Action June 24.

KDAK Carrington, N. D.—Granted acquisition of positive control of licensee corporation, Central Broadcasting Co., from Claire Jhringer (33 1/3%) and F. W. Carr (33 1/3%) by Mr. Carr and wife, Lucille Carr (66 2/3% jointly); other ownership remains stable. Consideration \$13,000 Action June 19.

WZIP-AM-FM Cincinnati—Granted transfer of control of licensee corporation,

Greater Cincinnati Radio Inc., from News-Sun Broadcasting Co. to Keystone Printing Service Inc.; ownership remains essentially stable. No financial consideration involved. Action June 20.

KRBC Abilene, Tex.—Granted assignment of license from Abilene Radio & Television Co. to Radio Abilene Inc., separate corporation with same ownership. No financial consideration involved. Action June 19.

KHUZ Borger, Tex.—Granted assignment of license from R. G. Hughes (100%), d/b as Radio Station KHUZ Inc., to Andrew J. Roberts (80%) and Henry T. Ray & Patsy L. Roberts (each 10%), tr/as North Plains Broadcasting Inc. Consideration \$65,000. Mr. Roberts is mgr. of KHUZ; Mrs. Roberts is housewife; Mr. Ray is partner in business. Action June 25.

APPLICATIONS

WETO Gadsden, Ala.—Seeks assignment of license from Cary Lee Graham (sole owner) d/b as Gadsden Radio Co., to Charles F. Bowman (100%), tr/as Gadsden Broadcasting Co. Consideration \$75,000. Mr. Bowman is 15% owner of WEVY Talladega, Ala. Ann. June 25.

KYNO Fresno, Calif.—Seeks assignment of license from Amelia Schuler (35%), Lester Chenault (50%) and Bert Williamson (15%), d/b as partnership Radio KYNO, to same person as cooperation. No consideration involved. Ann. June 20.

KPLX San Jose, Calif.—Seeks assignment of license from G. Stuart Nixon (100%) to Mr. Nixon d/b as KPLX Corp. If assignment is approved Mr. Nixon will receive \$8,000 in stock. Mr. Nixon also owns CP for KSTU Logan, Utah. Ann. June 21.

WADM Decatur, Ind.—Seeks acquisition of negative control (50%) of permittee corporation by WFYC Inc. (Wayne C. Harris [40%], David W. Sommerville [31.11%], H. B. Gase [13.33%], Gilbert E. and Betty M. Thomas [8.88% and 6.66% respectively]), from Robert Colman and Ralph J. Henry (each 50%), tr/as Airon Inc. Messrs. Colman and Henry will retain each 25% ownership of WADM. Consideration \$1,000. WFYC Inc. is licensee of WFYC Alma, Mich. Ann. June 24.

WMLT Dublin, Ga.—Seeks transfer of control from W. Newton Morris (70%), Marv Lou Morris (20%) and Marthelle M. Harpe (10%), d/b as Dublin Broadcasting Co., to Frank Floyd Jr., W. C. Woodall Jr., and Miles H. Ferguson (each 33 1/3%), tr/as Radio Dublin Inc. Consideration \$80,000. Mr. Woodall Jr. is general manager of WMLT; Mr. Woodall Jr. is 75% owner of WBBK B'akel, 25% owner of WFPM Fort Valley and WGRA Cairo, 50% owner of WDWJ Dawson, all Georgia, and 37 1/2% owner of WGSW Greenwood, S. C.; Mr. Ferguson is general manager and 58.9% owner of WRLD West Point, Ga., and 22 1/2% owner of WJHO Opelika, Ala. Ann. June 20.

WBSM-AM-FM New Bedford, Mass.—Seeks assignment of license from Ray State Broadcasting Corp. to Murray Carpenter and George Gray (each 50%), d/b as Southern Massachusetts Broadcasters Inc., rather than as individuals as was requested in earlier application for transfer of control of WBSM-AM-FM (see For The Record, April 29). Ann. June 26.

WDLT Indianola, Miss.—Seeks assignment of license from Radio Cleveland Inc. to Ruth O. Fritts (100%) d/b as Fritts Broadcasting Inc. Consideration \$40,000. R. O. Fritts is farm operator and area representative for cosmetics firm. Ann. June 13.

WLNG Sag Harbor (Long Island) N. Y.—Seeks assignment of construction permit from Fitzgerald Smith (100%), d/b as The Hamptons Broadcasting Co., to Mr. Smith (49%) and Albert L. Capstaff (51%), tr/as same company. No financial consideration involved. Mr. Capstaff is president and general manager of CATV system in the Virgin Islands and is 40% owner of applicant for new AM station in San Juan, P. R. Mr. Smith is news writer for NBC-TV. Ann. June 25.

WPCA-TV Philadelphia, Penn.—Seeks assignment of CP from Donald B. Crawford, d/b as The Young People's Church of the Air Inc., to Aaron J. Katz and Leonard Stevens (each 50%) tr/as Philadelphia Television Broadcasting Co. Consideration \$200,000. Mr. Katz is attorney and Mr. Stevens is vice president of Philadelphia advertising firm. Ann. June 18.

WQXL Columbia, S. C.—Seeks assignment of license from Midlands Radio Corp., to Henderson Belk (100%) d/b as Belk Broadcasting Co. of Columbia Inc. Consideration \$225,000. Mr. Belk is 99.5% own-

er of WIST-AM-FM Charlotte, N. C., and sole owner of WORD Spartanburg, S. C. Ann. June 20.

KFYN Bonham, Tex.—Seeks assignment of license from Cyril W. and Winsett Reddoch and Ralph L. Hooks (each 33 1/3%), d/b as Bon-Tex Radio, to John T. Cauley (100%) tr/as individual. Consideration \$90,000. Mr. Cauley is presently manager of KFYN. Announced June 21.

KSSX Salt Lake City, Utah—Seeks assignment of license from William P. Fuller III (100%), d/b as individual, to Stanley D. Bush (70.60%), Thomas R. and Murry D. Van Wagoner, Thomas C. Cuthbert (each 5.88%) and others, tr/as Star Broadcasting Co. Mr. Bush recently disposed of 25% interest of KWIC Salt Lake City; Messrs. Van Wagoners are representative of manufacturing firms and employed by copper smelting firm, respectively; Mr. Cuthbert is attorney and area businessman. Ann. June 25.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Granted motion by Redding-Chico Television Inc. for dismissal without prejudice of its application for new TV station to operate on channel 9 in Redding, Calif., and retained in hearing station application of Northern California Educational Television Association Inc. to operate noncommercially on that channel in Redding. Action June 20.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at June 21 prehearing conference in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga., in Doc. 15080, scheduled certain procedural dates with July 30 hearing date remaining unchanged. Action June 21.

By Hearing Examiner Charles J. Frederick

■ On own motion, extended time to July 3 to file petitions to correct transcript in proceeding on application of Central Wisconsin Television Inc., for additional time to construct WCWT (TV [ch. 9]) Wausau, Wis., and for assignment of CP to Mid-continent Broadcasting Co. Action June 19.

By Hearing Examiner Millard F. French

■ In consolidated AM proceeding in Docs. 14425 et al., granted joint petition by applicants Radio Haddonfield, Inc., Haddonfield, and Salem County Radio, Salem, both New Jersey, to sever their applications from consolidation, and scheduled hearing for July 9 on severed applications. Action June 24.

■ Pursuant to agreement reached at June 21 prehearing conference in proceeding on applications of Wellersburg TV Inc., and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Docs. 14857 et al., scheduled hearing to be held in Cumberland, Md., on Sept. 4, at 10 a.m. Action June 21.

■ Granted petition by Broadcast Bureau to extent of extending time to June 28 from June 21 to file proposed findings and to July 22 from July 19 for replies in Largo, Fla., TV channel 10 proceeding in Docs. 12445-50. In absence of most urgent and compelling circumstances, no further extension will be granted. Action June 20.

By Hearing Examiner Isadore A. Honi

■ On own motion, corrected in various respects transcript of hearing in proceeding on AM application of Brainerd Broadcasting Co. (KLIZ) Brainerd, Minn. Action June 17.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to agreements reached at June 21 prehearing conference in proceeding on application of O. L. Withers for new AM station in Woodburn, Ore., in Doc. 15081, scheduled certain procedural dates, with hearing to proceed, as scheduled, on July 29. Action June 24.

■ Pursuant to agreements reached at June 21 prehearing conference in proceeding on microwave applications of Teleprompter Transmission of Kansas Inc., Spearman-Hogland, Tex., and Liberal, Kan., in Docs. 15069 et al., scheduled certain procedural dates and continued July 15 hearing to Sept. 4. Action June 21.

■ In proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, Mich., respectively, in Docs. 15017-8, granted motion by Wright for leave to amend its application to permit

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 26

	Lic.	ON AIR Cps.	NOT ON AIR Cps.	TOTAL APPLICATIONS for new stations
AM	3,807	47	143	364
FM	1,093	24	94	191
TV	519	59	85	125

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, June 26

	VHF	UHF	TOTAL TV
Commercial	486	92	578
Non-commercial	47	21	68

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING, May 31

	AM	FM	TV
Licensed (all on air)	3,801	1,088	518
Cps on air (new stations)	53	29	60
Cps not on air (new stations)	130	91	85
Total authorized stations	3,984	1,208	663
Applications for new stations (not in hearing)	223	181	67
Applications for new stations (in hearing)	151	13	54
Total applications for new stations	374	194	121
Applications for major changes (not in hearing)	255	92	46
Applications for major changes (in hearing)	50	3	7
Total applications for major changes	305	95	53
Licenses deleted	0	0	0
Cps deleted	0	2	2

*Includes 3 stations operating on unreserved channels

minor relocation of proposed trans. site, effect certain resultant changes in technical showings, and to conform showing on financial qualification to engineering changes. Action June 21.

■ Continued June 26 hearing to July 1 in proceeding on application of Des Moines County Broadcasting Co. for new AM station in Burlington, Iowa; by separate order, granted petition by Des Moines for leave to amend its application to provide more current data on financial qualifications. Action June 20.

■ In Paterson, N. J., TV channel 37 proceeding, granted petition by Spanish International Television Co., for continuance of June 25 prehearing conference; continued conference to July 8. Action June 20.

■ In proceeding on applications of Service Broadcasting Corp. and Z-B Broadcasting Co. for new AM stations in Kenosha, Wis., and Zion, Ill., continued July 1 hearing to July 2. Action June 20.

By Hearing Examiner Walther W. Guenther
■ Granted petition by Broadcast Bureau for extension of time to June 26 from June 19 to respond to petition by Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y., to reopen record, accept previously proffered testimony and close record in proceeding on its AM application. Action June 20.

■ Granted petition by Triangle Publications Inc. (WNHC-TV), New Haven, Conn., for extension of time to July 15 from July 1 to file proposed findings and to July 31 from July 19 for replies in proceeding on its application. Action June 18.

■ In proceeding on application of Western Broadcasters Inc., for new AM station in Cheyenne, Wyo., continued July 5 hearing to July 25. Action June 18.

By Hearing Examiner Annie Neal Hunting

■ Upon consideration of reasons in justification submitted by applicants, granted joint petition by Newton Broadcasting Co., Newton, Mass., and Transcript Press Inc., Dedham, Mass., for extension of time to July 29 from June 28 to file proposed findings and to Aug. 30 from July 30 for replies

in proceeding on their applications for new AM stations. Action June 19.

By Hearing Examiner H. Gifford Irion

■ By memorandum opinion & order in Miami, Fla., TV channel 10 proceeding in Docs. 14775-8, confirmed ruling made at June 5 hearing which granted motion by South Florida Television Corp., to quash in part Miami Television Corp. subpoena to Walter M. Koessler, stockholder and principal in South Florida. Action June 25.

■ In proceeding on applications of WIDU Broadcasting Inc., and AL-OR Broadcasting Co., for new AM stations in Asheboro and Mebane, N. C., respectively, upon request by AL-OR, continued June 21 further hearing to July 11. Action June 19.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau for extension of time to July 3 from June 21 to file proposed findings in proceeding on application of Geoffrey A. Lapping for new AM station in Blythe, Calif. Action June 21.

■ In consolidated proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va., in Docs. 14402-3, granted request by WEER for extension of time to June 25 from June 21 to file reply findings. Action June 21.

■ In proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new AM stations in Seymour and Bridgeport, Conn., respectively, in Docs. 14829-30, granted request by Ray to extent of extending time to June 28 from June 21 to file replies. Action June 18.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Granted request by Broadcast Bureau for extension of time to file proposed findings in proceeding on application of Pinellas Radio Co. for new AM station in Pinellas Park, Fla., in Doc. 14692; extended time to July 1 to file proposed findings and to July 9 for replies. Action June 21.

■ Granted request by Denver Area Broadcasting (KDAB), Arvada, Colo., for continuance of date for exchange of exhibits

to July 24 from June 24 for notification of witnesses to Aug. 8 from July 8 and from July 9 to a date to be set by further order of hearing examiner for hearing on its AM application. Action June 20.

■ Granted motion by Golden Triangle Broadcasting Inc. (WEPP), Mt. Oliver, Pa., to correct transcript in proceeding on its AM application. Action June 19.

By Hearing Examiner Forest L. McClenning

■ By memorandum opinion & order in proceeding on application of Port Chester Broadcasting Co. for new AM station in Port Chester, N. Y., in Doc. 14212, denied petition by respondent Long Island Broadcasting Corp. (WWRL), New York, N. Y., for reconsideration of May 27 adverse ruling which denied approval of agreement between Port Chester and WWRL whereby latter would withdraw its opposition to grant of Port Chester's application, as amended, in consideration of payment of \$4,500 as "partial" reimbursement of expenses incurred to date in course of its opposition. Action June 24.

■ Granted petition by Big Bear Broadcasting Co. for leave to amend its application for new AM station in Big Bear Lake, Calif., to specify transmitter site at location several hundred feet from that initially designated. Action June 19.

By Hearing Examiner Herbert Sharfman

■ In proceeding on application of K BAR J Inc., for new AM station in Hastings, Neb., on own motion, advanced date of hearing to July 8 from July 15 and date for receipt of notification of witnesses desired for cross examination to July 3 from July 8, and date for furnishing applicant's direct affirmative written case remains June 24, as scheduled. Action June 18.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that May 1 initial decision which looked toward granting application of Albert Lea Broadcasting Co. to increase daytime power of station KATE Albert Lea, Minn., to 1 kw from 250 w, continued operation on 1450 kc, 250 w-N; conditions and without prejudice to any action deemed necessary by commission with respect to renewal of license of station WJON St. Cloud, Minn., became effective June 20 pursuant to Sec. 1.153 of rules. Action June 25.

■ Commission gives notice that May 1 initial decision which looked toward (1) granting application of Cherokee Broadcasting Co. for new AM station to operate on 1500 kc, 500 w, D, in Pawhuska, Okla., condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying application of Osage Programers for new station on same frequency with 1 kw, D, in Bartlesville, Okla., became effective June 20 pursuant to Sec. 1.153 of rules. Action June 25.

■ Commission gives notice that April 29 initial decision which looked toward denying applications of Desert Broadcasting Co. for (1) additional time to construct station KANT-FM Lancaster, Calif., and (2) assignment of CP to Manuel Martinez for \$19,937 became effective June 18 pursuant to Sec. 1.153 of rules. Action June 24.

INITIAL DECISIONS

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of International Broadcasting Corp. for new AM station to operate on 1400 kc, 250 w, unli., in Carolina, Puerto Rico; conditions. Action June 26.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward denying, for engineering reasons, application of Mitchell Broadcasting Co. for new AM station to operate on 1340 kc, 250 w, unli., in Estherville, Iowa. Action June 25.

■ Hearing Examiner Forest L. McClenning issued partial initial decision dealing only with hearing Issues 11 through 14 in proceeding on applications for new AM stations of Eastern Broadcasting System Inc., Brookfield, Colonial Broadcasting Co. and George F. O'Brien, both New Milford, and Fairfield Broadcasting Co., Easton, all Connecticut, concluding that Fairfield Broadcasting Co. would possess character qualifications to be entrusted with authorization for broadcast facility; granted petition by Broadcast Bureau for acceptance of late-filed proposed findings and dismissed as unnecessary Fairfield's motion for extension of time to reply; and certified partial initial decision to Review Board pursuant to latter's Feb. 8 memorandum opinion & order. Action June 25.

■ Hearing Examiner Arthur A. Gladstone

issued initial decision looking toward granting application of WSIV Inc., to increase power of daytime station WSIV, Pekin, Ill., on 1140 kc, from 1 kw to 5 kw, maintaining its present power of 1 kw during CH; conditions including pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 25.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward (1) granting applications for new AM stations of The Greenwich Broadcasting Corp. to operate on 1490 kc, 250 w, unl., in Greenwich, Conn., conditions, and Milford Broadcasting Co. to operate on 1500 kc, 5 kw, D, in Milford, Conn., condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying applications for new stations of WPD Inc., and The Berkshire Broadcasting Corp. to operate on 1490 kc, 250 w, unl., in Danbury and Stratford, Conn., respectively. Action June 24.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) granting application of Billy Walker for new daytime AM station to operate on 1330 kc, 500 w, in Prattville, Ala., conditions and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying application of The Prattville Broadcasting Co. for new daytime AM station to operate on the same frequency with 5 kw, DA, in Prattville. Action June 21.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Star Broadcasting Corp., to increase power of station WFLS, Fredericksburg, Va., to 1 kw from 500 w, continued operation on 1350 kc, D; condition and pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action June 21.

DESIGNATED FOR HEARING

KWEB Rochester, Minn.—Designated for hearing application to change operation on 1270 kc from 500 w, D, to 1 kw-N, 5 kw-LS, DA-2; issues include Sec. 3.35(a) multiple ownership determination; made KCUE Red Wings, Minn., party to proceeding. Action June 26.

OTHER ACTIONS

■ By memorandum opinion & order, commission (1) granted application by Drexel Hill Associates, Inc., for licenses covering changes in ERP, ant. height, ant. and trans. systems, ant.-trans. location, and installation of auxiliary trans. for station WDHA-FM Dover, N. J.; and (2) denied opposing petition by Harold M. Gade (WHTG-FM), Eastontown. Action June 26.

■ By order, commission waived Sec. 1.354 of AM "freeze" rule and accepted for filing application of Potomac Broadcasting Corp. for mod. of CP (730 kc, 5 kw, DA, D) to make changes in directional ant. system of station WPIK Alexandria, Va. Action June 26.

■ By memorandum Opinion & order, commission granted petition by WKBH Television Inc. (WKBT [ch. 8]), La Crosse, Wis., to extent of reconsidering and setting aside March 6 grant of CP to Southern Minnesota Broadcasting Co. for new VHF TV translator station (K07FO) to operate on channel 7 in Rochester, Minn., to re-broadcast programs of its station KROC-TV (ch. 10), Rochester. Since there is evidence that there will be interference between translator station and WKBT when latter commences operation from its new site, commission will withhold further action on translator application to afford Southern Minnesota an opportunity to amend its application to specify different output channel. Action June 26.

■ Because study shows that proposals would not affect future consideration of class 1-A channels, commission waived Sec. 1.351 of rules and removed following three applications from pending file and placed them in line for processing in proper turn: Tyler Broadcasting Co. to increase power of KZEY, Tyler, Tex., on 690 kc, DA, D, to 1 kw from 250 w, but denied its request for early grant; KPDQ Inc., to increase power of KPDQ, Portland, Ore., on 800 kc, D, from 1 kw to 5 kw, and Chambersburg Broadcasting Co. to increase power of station WCHA, Chambersburg, Pa., on 800 kc, D, from 1 kw to 5 kw. Action June 26.

■ By order, commission granted petition by Kenton County Broadcasters, Covington, Ky., for extension of time to July 10 to file replies to exceptions in Norwood, Ohio. Action June 21.

■ By order, commission granted petition by Wilkes Broadcasting Co. for extension

of time to June 20 to file opposition to Broadcast Bureau's application for review of Review Board's decision granting Wilkes' application for new AM station in Mocksville, N. C. Action June 20.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., in Doc. 14817, granted petition by KDAB for extension of time to July 22 to reply to Broadcast Bureau petition to enlarge issues. Action June 26.

■ In proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc., for new VHF TV translator stations in Laramie and Tie Siding, Wyo., in Docs. 14552-6, granted petition by Frontier Broadcasting Co. and extended to June 21 time to file replies to exceptions to initial decision. Action June 24.

■ In proceeding on AM application of O.K. Broadcasting Corp. (WEEL) Fairfax, Va., in Doc. 15079, granted petition by Broadcast Bureau for extension of time to July 3 to respond to WEEL's motion to enlarge hearing issues. Action June 24.

■ By memorandum opinion & order in proceeding on AM application of 1360 Broadcasting Co. (WEBB), Baltimore, Md., in Doc. 14908, (1) denied late filed petition by Belvedere Broadcasting Corp. (WWIN), Baltimore, to enlarge issues; and (2) on own motion, enlarged hearing issues to determine whether WEBB is financially qualified to construct and operate proposed station. Board Member Nelson concurred in result. Action June 24.

■ By memorandum opinion & order, Review Board, by members Nelson, Pincock and Slone, denied petition by Ridge Radio Corp. for reconsideration of Board's March 12 decision which (1) granted application of Windber Community Broadcasting System for new AM station to operate on 1350 kc, 1 kw, D, in Windber, Pa., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and (2) denied application of Ridge Radio for same facilities. Action June 21.

Scheduled following proceedings for oral argument on July 23:

■ AM applications of Tri-City Broadcasting Co., Belpre, and The Radiocasters, Merietta, both Ohio

■ AM application of Thomas County Broadcasting Co. (WKTG), Thomasville, Ga., and

■ AM application of Stuart W. Epperson, Winston-Salem, N. C. Action June 20.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of June 25

WBRW Brewster, N. Y.—Granted license for AM station.

WISA-FM Isabela, P. R.—Granted license for class B FM station; ERP 3.4 kw.

WGEM Quincy, Ill.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans., with DA-2, at main trans. location.

KEWI Topeka, Kans.—Granted license covering changes in ant. patterns.

WAQE Towson, Md.—Granted license covering increase in power, installation of new trans., and DA-D and deletion of remote control; condition.

WIFI(FM) Philadelphia, Pa.—Granted license covering change in type ant., and specify type trans.

KUDL Fairway, Kan.—Granted license covering change in hours of operation, studio and ant.-trans. locations, installation of DA-2 and a new trans., changes in ground system and deletion of remote control.

WBAP-FM Fort Worth, Tex.—Granted license covering installation of new trans.

WOIC Columbia, S. C.—Granted license covering use of old main trans. as aux. daytime trans. and use of new trans. as aux. nighttime trans., with remote control operation, while using non-DA, at main trans. site; specify trans. location as near West Columbia, S. C. and correct geographic coordinates.

WHTC Holland, Mich.—Granted license covering changes in ant. system (increase height).

KEWI Topeka, Kan.—Granted license covering installation of new trans. as alternate main nighttime and aux. daytime trans.

WFTL Ft. Lauderdale, Fla.—Granted license covering installation of FM ant. on top of AM tower (increase height).

WAIT Chicago, Ill.—Granted mod. of

license to change name to WAIT Radio.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WATN Watertown, N. Y. and specify type trans. and redescribe trans. and studio location; KXRO Aberdeen Wash., and specify main studio location; WANS Anderson, S. C.; WHUM Reading, Pa., and specify type trans. and make changes in ground system; WCMI Ashland, Ky.; KLGR Redwood Falls, Minn.; KPRK Livingston, Mont.; WHUC Hudson, N. Y.; WOIC Columbia, S. C.; WGEM Quincy, Ill., and specify type trans. and make changes in night DA pattern; conditions.

■ Following stations were granted extensions of completion dates as shown: WTIP Charleston, W. Va., to Aug. 31; KVEN Ventura, Calif., to Dec. 26; KRIK Roswell, N. M., to Dec. 5; WTEL Philadelphia, Pa., to Dec. 14; WENG Englewood, Fla., to Dec. 15; KEKO Kealahou, Hawaii, to Dec. 17; WDOK Cleveland to Dec. 26; KGON Oregon City, Ore., to Dec. 5; WGHP-TV High Point, N. C., to Dec. 3; WRDW-TV Augusta, Ga., to Aug. 1; WWL-TV New Orleans, to Oct. 1; WTTG-TV Washington, D. C., to Oct. 1; *WCLP-TV Chatsworth, Ga., to Dec. 31.

Actions of June 24

■ Granted licenses for following AM stations: WINQ Tampa, Fla., and change studio location; KROB Robstown, Tex.

■ Granted licenses for following FM stations: KLUC-FM Las Vegas, Nev.; *WPKN (FM) Bridgeport, Conn.

■ Following stations were granted extensions of completion dates as shown: WEEF-FM Highland Park, Ill., to Aug. 15; KSD-FM St. Louis, Mo., to Dec. 10; WRKB-FM Kannapolis, N. C., to Oct. 27; WNAM Nantah-Menasha, Wis., to Aug. 1; WMNI Columbus, Ohio, to Oct. 10; WOTD Toledo, Ohio, to July 15; KGRB West Covina, Calif., to Aug. 26.

WTVL Waterville, Me.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WTAG Worcester, Mass.—Granted license covering installation of presently licensed emergency aux. trans. at main trans. site.

WSKI Montpelier, Vt.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site; remote control permitted.

KUAM Agana, Guam—Granted CP to make changes in ant. system (increase height—top mount TV ant.).

WRHC Jacksonville, Fla.—Granted CP to change ant.-trans. and studio location and make changes in ground system.

KSET—El Paso, Texas—Granted CP to install new alternate main trans. at main trans. location; remote control permitted.

WKTN-FM Kenton, Ohio—Granted mod. of CP to change type ant., and increase ERP to 2.6 kw.

WEEF AM-FM Highland Park, Ill.—Granted mod. of CPs to change name to Radio Station WEEF.

KGIL San Fernando, Calif.—Granted mod. of CP to make changes in daytime DA pattern.

WONN Lakeland, Fla.—Granted license covering increase in daytime power and installation of new trans.

WDEL-FM Wilmington, Del.—Granted license covering installation of new trans. and specify type trans.; ERP 20 kw.

KPAL Palm Springs, Calif.—Granted change in remote control authority.

Actions of June 21

Hoagland-Downie Larned, Kan.—Granted CP for new AM station to operate on 1510 kc, 1 kw, D; conditions.

KAOH Duluth, Minn.—Granted license for AM station.

WRC-TV Washington, D. C.—Granted license covering changes (main trans. and ant. and aux. trans. and ant.); conditions.

*KGTS(FM) College Place, Wash.—Granted license covering change in frequency.

WBIL Leesburg, Fla.—Granted license covering increase in power and installation of new trans. and specify type trans.

WMSR Manchester, Tenn.—Granted license covering increase in power.

WJPF Herrin, Ill.—Granted license covering use of old main trans. as aux. trans. at main trans. site.

WTGW Whitesburg, Ky.—Granted license covering increase in power and installation of new trans.

Continued on page 83

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising requires display space.
- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. *Broadcasting* expressly disclaims any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Southern California, immediate opening for solid salesman, capable of management, with top station multiple chain. Good starting salary. Box G-12, BROADCASTING.

Management opportunity. Wanted: A salespartner, with experience in sales field proven. Preferably family man. Must have cash to invest. 20% stock available to right party, with possibility of 50%. Station value \$75,000.00 in market of 3 other locals. Located in Utah in 2nd largest metropolitan area. 125,000 population. Box J-3, BROADCASTING.

Wanted . . . top flight assistant to management of group radio stations programing foreign languages and religion. Necessitates some traveling for supervision. Salary and bonus. Send photo and all information in first letter covering operational background and sales experience. Your letter will be held in strict confidence. Box J-50, BROADCASTING.

Assistant news director. Must have 1st phone license. No maintenance. Good typist. Strong on interviews, local news. Mobil units. Must have good news delivery. Top starting salary. Will consider man with limited experience in news. Paid vacations, insurance, other extras. Single station market. Full time 5kw. Send background resume, news tape, photo, personal detail to Jim Jae, KHMO, Hannibal, Missouri. If in local area call for interview.

Sales

Columbus, Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five market. Box H-128, BROADCASTING.

Salesman for western Pennsylvania metropolitan area of 28,000. Base plus commission plus bonus. Modern sounding operation. Forward resume. Box H-287, BROADCASTING.

Young, aggressive salesman wanted by major midwest market. Stable organization offers all the fringe benefits. Rush resume and record to Box J-29, BROADCASTING.

Virginia station is looking for an experienced salesman with announcing background. This is a permanent position with many fringe benefits. Send tape resume and references to Box J-77, BROADCASTING.

California, KCHJ, Delano. 5000 watts, 1010 kc. ½ millivolt 244 miles. Serving 1,300,000. \$500 guarantee, 25% commission. Send experience, photo.

Radio station KOLJ, Quanah, Texas, now auditioning salesmen and announcers. Send tape and resume to box 589, Quanah, Texas.

Wanted: radio time salesman with some announcing experience. WFMM, 44 W. Bidle, Baltimore 1, Md.

5000 watt station. . . Serving thumb of Michigan, needs salesman . . . your chance to get in on ground floor. . . Send complete resume—Box 1530, Lapeer, Mich.

Help Wanted—(Cont'd)

Sales

Sales Manager wanted. Top opportunity in 100,000 market. Midwest. Need idea man who is real driver. Must be experienced and have good past record. Write fully. Box J-43, BROADCASTING.

Salesman: Opportunity to grow with new 5,000 watt fulltime good music Princeton, N. J. station. Due on air late August. State minimum salary requirements. Herbert Hobbler, 295 Mercer Rd., Princeton, N. J.

Expanding group, has opening for successful salesman, with management potential. Write: Galen Gilbert, Box 497, Tahlequah, Oklahoma.

Sales manager, am radio station, California resort area. Prior experience required. 533 Marguerita Ave., Santa Monica, California.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Announcers

Experienced staff announcer for Maryland independent. Mature voice, good references necessary. Send air check and resume. Box G-250, BROADCASTING.

Capable deejay newsman. Illinois adult music kilowatt. Fine opportunity for qualified announcer who can gather, write and deliver news in professional manner, present bright music shows. Excellent pay, many fringe benefits. Send tape, complete resume. Box H-138, BROADCASTING.

One of America's highest rated stations has need for top personality. Must be bright, warm and strong air salesman. Box H-285, BROADCASTING.

Combo man, first phone, for New Hampshire's largest resort area. Fulltime operation. Must be reliable. Send tape and resume to Box J-12, BROADCASTING.

Experienced Spiritual announcer for Chicago Negro programed station. Must be reliable and be established spiritual personality in your market. Send tape, resume, and picture to Box J-46, BROADCASTING. All replies in confidence.

Announcer, Negro, for major northern market. First phone preferred but not absolutely necessary. Send tape and resume to Box J-71, BROADCASTING.

Are you an experienced announcer interested in associating with an adult formatted station? If you are reliable with a pleasing delivery, your future is assured with this well known Virginia operation. Send tape, resume and references to Box J-78, BROADCASTING.

Announcer 1st phone thousand watt midwest independent has immediate opening. Complete resume first letter. KCIM, Carroll, Iowa.

First phone announcers, some engineering. WAMD, Aberdeen, Maryland.

Announcer-Engineer 1st ticket. Good music staff duties. Send tape-photo-resume. WAQE, Box 6767, Balto., Md.

Announcer, first phone (no maintenance), experienced concert music broadcasting, for established am/fm (fm stereo); pleasant conditions, fringe benefits. Send tape and resume: WCRB, Boston 54, Mass.

Good combo man wanted at WHRT, Hartselle, Alabama.

Help Wanted—(Cont'd)

Announcers

Storz Broadcasting WGGY Minneapolis seeking tapes jock quality air work a must and first ticket. Join one of America's swingiest stations. No phone calls. Red Jones, Program Director.

WLPM needs an announcer with 1st class license. No maintenance required. If interested in joining staff of stable, aggressive, well equipped station playing up tempo big band music, send tape picture and resume to: E. D. Beydush, WLPM, Suffolk, Va.

Need a first phone man for small market station. About 10 hours a week board and air work. . . Good shift. Immediate opening. Contact Banner F. Shelton, WMYN, Madison, N. C.

Swinging deejay with 1st phone for #1 top 40 station. Minimum technical schedule. Immediate opening. Call or write C. A. Bengtson, Endicott-Binghamton, New York. Phone STilwell 5-3351.

Announcers: Opportunity to grow with new 5,000 watt fulltime good music, Princeton, N. J. station. Due on air late August. State minimum salary requirements. Herbert Hobbler, 295 Mercer Rd., Princeton, N. J.

It's a fact—First phone announcers earn more money. Secure your future with an FCC first class license. Five (5) weeks. Guaranteed. Free Placement for graduates of Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Technical

Are you the chief engineer of a small operation who desires more responsibility and more money? Or perhaps you are chief material but have little chance where you are. Large Virginia radio station is looking for responsible chief engineer who will assume a large responsibility—and a salary commensurate with the job. Send details in writing. Box H-295, BROADCASTING.

Northern New England. . . 1st class engineer with general maintenance ability for fulltimer. Send resume and references. Box J-28, BROADCASTING.

Washington, D. C. radio station has immediate opening for transmitter engineer. Some construction and maintenance. Must have 1st class ticket & car. Box J-69, BROADCASTING.

Qualified engineer/announcer for central Colorado station. Needed immediately, KBRR, Leadville, Colorado.

Engineer-Announcer. Rapidly growing daytimer non-directional remote control has immediate opening. Accent on maintenance. Above average pay for right man. Rush tape and resume to WAAC, Terre Haute, Ind.

Chief engineer Washington. Experienced chief for career with independent am-fm station. Flagship of dynamic growing group. Good salary, benefits and future. Contact present chief: Kendall, or President: Arundel, WAVA, Arlington, Va., Phone KENmore 6-9000.

Chief Engineer—for 5-kw-da. Must be qualified for complete maintenance and be able to do some announcing. Send complete information and salary requirements to WION—Box 143—Ionia, Michigan—or phone 2-300, between 8:00 and 9:00 am Est.

Help Wanted—(Cont'd)

Technical

Engineer with first phone. Good opportunity for beginner. Must have initiative and wiring ability. Forward resume to WTIV, Titusville, Penna.

Transmitter engineers. 1st class ticket. minimal experience required for new 5,000 watt full time directional in Princeton, N. J. due on the air late August. Call Art Silver, Chief Engineer, Hopewell N. J., 6-1584 or write 295 Mercer Rd. Princeton, N. J.

One application opens 600 station contacts. Dozens of jobs for qualified men. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis 17, Minnesota.

Production—Programing, Others

Experienced copy writer or traffic girl. Excellent working conditions. Salary commensurate with ability. Send full resume with references. Box H-224, BROADCASTING.

Creative program director needed at top indie. Must be strong on production and air work. Grow with a growing organization! Box H-288, BROADCASTING.

Excellent private, midwestern university seeks experienced film writer-director for social problem tv documentaries supervised by prize-winning producer and aired by commercial station in major market. Skill in interviewing important. Social science background helpful. Starting salary \$6,000 to \$8,000 per year depending on experience. Box J-2, BROADCASTING.

Newsman with local news experience—gathering, writing and airing. Established am-fm station in growing New York suburban area. Pleasant working conditions, good salary. Send tape and resume to Box J-14, BROADCASTING.

Program manager needed by radio station in Southeast Missouri city. All replies confidential. Box J-17, BROADCASTING.

Operation manager or assistant to general manager-Norfolk radio station. Must be experienced in production and programing. Send qualifications and picture to Box J-74, BROADCASTING.

News minded large market indie looking for creative journalist with authoritative voice. \$175.00 per week to start. Send tape resume to Box J-76, BROADCASTING.

Immediate opening for newsman. Strong in local news coverage. Good job and good future for right man. Call manager of Radio Station WHUT, 644-1225, Anderson, Ind.

Immediate opening for experienced nite news editor. . . Journalism background. . . Excellent working conditions. . . Send resume, picture, tape, references, to Ralph Allinger, WIBX, P.O.B. 950, Utica, N. Y.

Small station? Want big station sound? Top professional will cut production spots that sell. Free audition tape and information. Two day service. 2820 Fourteenth St., Detroit, Michigan.

SITUATIONS WANTED

Management

General manager. Major market only. Good men are rarely available. One is now. Box H-228, BROADCASTING.

Attention net affiliates! Successful manager medium market net station looking for large market challenge. Have strong ratings through creative programing. Rep experience. Strong community activities. Presently employed, married, college educated, best references. Box J-48, BROADCASTING.

Network sales executive, N. Y. C., with proven ability and capacity for work insists upon challenge. Willing to give up half of present income for opportunity to grow with radio or tv organization providing honest potential. College, veteran, age 33, married. Box J-53, BROADCASTING.

Successful owner-manager for 13 constructive years in medium market desires relocation. Florida or Gulf Coast preferred. Proven sales ability. Bonus arrangement or stock purchase or option as manager. Complete information on request. Box J-58, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Sales oriented manager. Believe in hard work. Have excellent record and top notch community reputation. 34, family. Box J-36, BROADCASTING.

To a station owner—A thoroughly qualified, prominent, broadcast executive wants to leave concrete jungle and team up with a station owner located in the top fifty markets. Owner may have expansion plans and needs a working associate or would like to become less active in management to enjoy the fruits of his labor. I am willing to back up my ability with sizable financial investment for part ownership. My record of performance, integrity, and stability will stand closest scrutiny. I am not an armchair manager but desire a challenging, hard working association that will result in solid growth and profitable future for both of us. Box J-64, BROADCASTING.

Working manager, former owner, experienced all phases, sales, programing, administration, "launching CP's." Small or medium market. Bob Brown, 701 Monroe, Ft. Atkinson, Wisconsin, JORDAN 3-6179.

General/Sales manager: Currently operation major market radio station now awaiting commission approval for sale. Offer ownership extensive background in sales with wide experience in finance and business brokerage. Gladly supply ability and character references. Call or write: Marvin Tavel, President, Radio Station WMET, 350 N. E. 71st St., Miami 38, Florida, Phone: 754-5939.

Sales

Top sales manager in tough competitive small market. Ready to move up to management in Kansas, Oklahoma, Nebraska, Colorado, Texas or vicinity. Married. Seven years radio sales. Can program with the best. Top professional and credit references. Versatile, stable, educated and a SALES-MAN par excellence. Would arrange personal interview on request. Box J-4, BROADCASTING.

Seven day a week selling manager who can deliver ability, integrity and dependability, plus a cost-conscious, profit-wise operation to your station. Best references covering twenty years experience in all phases. Now employed, interested in mutually profitable association. Box J-8, BROADCASTING.

Aggressive young man, 13 years broadcasting experience, all phases, seeking sales-management position small medium market. Eventual investment. College Grad., creative, excellent air personality, writer. Box J-23, BROADCASTING.

Am looking for sales position that offers advancement and money in return for results. Age 39, college graduate, 16 years experience in all aspects of radio. Participation in community projects. Bud Ward, P. O. B. 695, Milledgeville, Georgia. 452-8226.

15 years in advertising. Former merchandiser. Management caliber. Mature. Radio experience. Wishes to relocate in Midwest. Box J-15, BROADCASTING.

Announcers

Top 40 cornball personality. Voices, drop-ins, nutty promotions. Now working; but want situation with pay scaled to ratings produced. Will start low base. Fully experienced, impeccable references. Box H-185, BROADCASTING.

Virginia announcer-production-programmer, 27, married, 10 years experience. Desires morning shift plus programing or production. References excellent. Box H-281, BROADCASTING.

Announcer, dj—Experienced, air personality, strong sell and strong news, married. Box H-292, BROADCASTING.

Boston Area. Announcer/dj with first phone seeks part-time work while attending college. Box J-19, BROADCASTING.

Top 40 personality with P. D. background, first phone. Experienced all phases, married, family. Box J-7, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer with deep background in all phases of television and radio production, seeks sports announcing position with emphasis on play-by-play. Presently employed with major southwest television station. Big 10 college graduate, married. For resume and tape write: Box J-9, BROADCASTING.

Announcer-Narrator, Radio-tv, seeks calm, stable position in small station away from Hollywood hysteria. For resume, write to Box J-11, BROADCASTING.

Coastal areas. Modern, mature announcer, bright show. Not rocker. Four years experience, two as program director. Presently employed, not enough bread. Have ticket. Box J-5, BROADCASTING.

Announcer-dj, 1st phone. All around experience. Enjoys production, knows music. Presently employed medium market. Family man. Box J-25, BROADCASTING.

Announcer-dj. Production voices. 2 years experience. Veteran. Prefer northeast. Box J-33, BROADCASTING.

Award-winning news director. Managerial and programing experience also. Producer, host of adult discussion program. Excellent as reporter. Friendly air personality. College graduate with more than a voice. Want work in New England. Reasonable but not extravagant wage. Box J-34, BROADCASTING.

Think of the most personable, humorous morning personality you have ever heard. Think big. Bigger. Now you are thinking of me. Think of money. Think Big. That's big enough. Write Box J-35, BROADCASTING.

Air personality, dj authoritative newscaster, expd. all phases of radio broadcasting, desires position & will relocate anywhere. Box J-38, BROADCASTING.

DJ—1 year middle of road experience. 22, single. Wants to swing. Box J-39, BROADCASTING.

Attention Florida stations. Announcer dj 6 years experience, strong news & commercials. Presently on staff of N. Y. station. Minimum salary. Relocate in Florida immediately. Box J-60, BROADCASTING.

Bright-dj-newsman-4 years experience. Desire popular music station on good market. Box J-65, BROADCASTING.

DJ personality-8 years. Modern radio format. Seasoned all phases. Sells product first. Versatile. Large, medium-large market. Box J-66, BROADCASTING.

Announcer, salesman, dj, first phone wants opportunity to sink roots. Box J-63, BROADCASTING.

I'm a swinger, but not a screamer. I'm top-40 now, and that's what I'm looking for. My humor, gimmicks, and excellent voice will do the job you want done. Currently booming in one of the top 100 markets. Send for audition package. Box J-70, BROADCASTING.

Announcer: 5 years experience, all phases. 27 yrs. old, married, vet. Will travel to any med. to metro market. Presently employed. Box J-72, BROADCASTING.

Magnificent voice, first phone, experienced announcer for quality music and news operation. Will relocate family for right job. Box J-73, BROADCASTING.

College graduate-first phone. Married, age 25, now employed but want to advance with a top flight station. Excellent references. Box J-75, BROADCASTING.

Top 40 dj have FCC second phone. Willing to study for first phone. Fast board, bright sound, available immediately. George A. Phinn, 825 Quincy St., Brooklyn 21, N. Y.

Reaction-positive! Sales wise. Ayem or pm personality jock. Mature—no screemie—but a live entertaining rockin' Daddy-O. Have mike? Have bread? Will travel. Send missive to Jonathon Cue, General Delivery, Mt. Airy, N. Carolina.

Situations Wanted—(Cont'd)

Announcers

Attention southern markets: I'm worth a fortune, but will take \$500 or less a month. #1 morning show in central Pennsylvania, carrying 85% of audience. Good on any format, outstanding on c&w with 5 years experience, married, enthusiastic and ready to go. Contact Gene Cashman, WJUN.

Sportscaster/dj. First phone. Any format. College graduate. Prefer interview. Notice required. Sports and music director. Present manager best reference. Tom Walters, KVON, Napa, Calif.

Versatile personality dj—1st phone. Good pop programing—strong news and commercials. E. A., married. Paul Pagan, 165 Bleecker St., New York 12, N. Y.

Audience pleaser-teaser likes top forty! First phone. Phone: Johnny Bowles, 806-267, 4-5 p.m.

1st phone, family man will trade 5 years announcing experience, pops, classics, plus Broadway stage, tv, for permanence with respected organization in southwest. All replies answered, Jerry Cardoni, 10912 Pine Ave., Lynwood, Calif.

New England. Experienced announcer-deejay. Clever intros, creative copy, strong news. Box J-40, BROADCASTING.

Stop! Look! Listen to me. Deejay and versatile announcer radio and tv with nine years experience in medium markets. Ready for advancement to major market station. 34 years old. Married. Good references possible interview during vacation. Box J-42, BROADCASTING.

Jerry Gillies is available! Who cares? No one should, unless truly interested in wit, imagination, and outlandish innovation. There are far too many monotonous voice machines and corny "personalities" clogging the airwaves. Agree? Then, let's get together! After four years in radio, am now successfully engaged in free lance comedy writing. Will only return to ratings race for right creative opportunity in major market. Interested? More of my story and tape on request. 2712 Knorr Street, Philadelphia 49, Pennsylvania. Phone: MA 4-1071 (area code 215).

Let me help you become top local news station. Solid background at 10 kw station. Want challenge. 31. Married. Box J-52, BROADCASTING.

Professional. Ten years. Solid references. Finest background. Know formula and standard radio production. Veteran with college. All phases airwork. Box J-54, BROADCASTING.

Attention: New York, New Jersey, Connecticut need apply. Experienced announcer. Specialty rests particularly on newscasting, disc-jockey and on commercials. Box J-55, BROADCASTING.

Technical

First class license. No experience. Willing to learn. Presently in communications. Married, age 28, Box J-26, BROADCASTING.

Engineer, sixteen years experience, part as chief at small stations. Six years one station, four on present job. Desires a change. Box J-37, BROADCASTING.

Engineering-production nine years experience, video, maintenance, productions 1st phone, technical schooling. Box J-44, BROADCASTING.

Capable Chief offers good engineering and maintenance only. Your offer? Box J-51, BROADCASTING.

Attention Washington-Baltimore area. Announcer-engineer seeking Friday or Saturday slot while attending college. Have chief engineer experience. Versatile programing. Will consider straight engineering. Call Washington, D. C., 483-4186.

Situations Wanted—(Cont'd)

Technical

1st phone—Grantham graduate. Can combo if necessary, heavy technical—finest references—seeks southeast, U. S. A. Box J-68, BROADCASTING.

Competent young technician seeks employment in Western Washington area. Experience includes am & tv with some fm. Also a fair announcer. Good references. 1801 N. Adams, Tacoma, Wash.

Production—Programing, Others

I'd sooner radio. Mature, dependable broadcaster with Master's degree in tv seeks position of responsibility with solid, well-equipped am, network affiliate, medium market, pleasant climate. 6 years experience, 3 as P. D., New York state. Pleasant voice, authoritative delivery. Production-minded, detail conscious. Thorough knowledge of music. Station management my goal. 28, married, 1 child. Box H-268, BROADCASTING.

College grad, married, 6 years experience, can do writing, tight morning shift, promotion minded, available now. Box H-277, BROADCASTING.

News & Sports. Former news director with 1st ticket returning to the field after year's absence. Finest references from top caliber people both in and out of radio. Prefer medium market to large. Will consider all offers. Ready to move in mid July. Experienced in all phases. Box H-288, BROADCASTING.

Public affairs special events director. 5 years in radio. College graduate. 30. Veteran. Presently working top 40 market station. Experienced in and can do all aspects of news and some sports. Also can write and produce low budget prestige shows. Do public relations. Excellent record, references. Imagination, integrity, creativity. Excellent appearance. Box J-41, BROADCASTING.

Automation program director, experienced in all phases, proficient with production and news, desires medium market. College. Married. Employed. Excellent credit and references. Box J-56, BROADCASTING.

Experienced newsmen—gathering, editing, (heavy on local), airing. Seeks relocation Florida, southeast U. S. A. Finest references. 1st phone. 305-844-0008, 277 Silver Beach Rd., Lake Park, Florida.

TELEVISION

Help Wanted—Sales

Immediate opening for an experienced tv time salesman in a fast growing tv market. Network affiliated station. Salary plus commission. The right man can expect a five-figure gross income. Reply To: Harry C. Barfield, Station Mgr., WLEX-TV, Lexington, Ky.

Announcers

Versatile television announcer wanted. Must be able to handle booth, weather, sports, children's programs. Ability more important than experience. Send salary requirements, resume, photo, tape or film to Box J-13, BROADCASTING.

Network affiliated station, southeastern market, has opening for tv announcer with good background as MC. Must also be proficient in news, weather, and editorial writing. Send resume, picture, references and tape. Box J-22, BROADCASTING.

Technical

Qualified studio engineer with Ampex vtr experience. Also one transmitter engineer, some experience, large new studios, RCA transmitter. More new equipment arriving. Full power channel 2 contact KOOK-TV, Billings. Montana's largest metropolitan area. Phone Collect: Chief Eng., Hobart Paine, 252-5611.

UHF station needs man for combined board and transmitter shift. Wire or phone M. J. Lamb, WIMA-TV, Lima, Ohio.

Help Wanted—(Cont'd)

Production, Programing & Others

Major N. Y. Agency needs junior producer-TV commercials. We want an industrious man who will be added to our tv production dept. It's a "shirt-sleeves" job, best filled by man who's successfully producing and directing tape and live commercials at a local tv station. Salary-up to \$7,000. Submit resume with references, availability and possible dates for interview in New York. Box J-59, BROADCASTING.

TELEVISION

Situations Wanted—Management

Top—metro market sales manager available. Experienced in all phases of broadcast sales. Excellent record and best of references. Box H-293, BROADCASTING.

TV operations manager available soon. Fifteen years experience programing, production, sales, film buying, video tape and public affairs. Young, married, management degree, and exceptional industry references. Box J-32, BROADCASTING.

Announcers

Experienced reliable tv newscaster. 12 years radio/tv experience. Prefer West or Midwest, will consider any area. Consider radio if good offer. Box J-16, BROADCASTING.

Announcer-personality—experienced. Young, yet mature; fairly good looking. Strong voice. Seils product first. Versatile. Not afraid to work. Box J-67, BROADCASTING.

Technical

First phone engineer over 2 years tv studio experience. California only. Box J-1, BROADCASTING.

Production—Programing, Others

Director producer-writer, 7 years experience looking for progressive station. Available July 1st. Box H-129, BROADCASTING.

Steady but creative, congenial but professional, shirt-sleeve type production-program manager of award winning smaller station seeking larger market. Degree, family man, 33, in tv since 1949. Box J-62, BROADCASTING.

Photographer—"Have camera-will travel." Young aggressive man, BA degree, has had newspaper photography experience and two years television experience in major market. Box H-290, BROADCASTING.

Operations manager; producer-director-writer. Fair for organization and personnel management. Highest integrity, enthusiasm. Eight years in commercial, educational, military television. Age 27. Excellent references. Resume. Box J-18, BROADCASTING.

Experienced TV newsmen. Gathers, writes and delivers news on the air. Also editorialist, panel show host, documentary producer. Box J-49, BROADCASTING

Attention ETV. An experienced producer-director, engineer, speech, dramatics and technical theater person is looking for a position with a new or established etv station. Willing and capable teacher in all above areas. Have B.S. degree. Willing to work for college assistantship. Would rather have productive position than fabulous salary. M. P. Stowers, 2420 Club Drive, South Bend 15, Indiana.

WANTED TO BUY

Equipment

Wanted: 150 foot tower console, microphones and other related equipment. Building new station, Box H-149, BROADCASTING.

UHF Television. Need everything. Transmitter. Antenna, tower, studio equipment. Box H-220, BROADCASTING.

WANTED TO BUY—(Cont'd)

Equipment

Wanted—Channel 27 used 5 kw transmitter and antenna. Forward price, make and age of equipment to Box J-10, BROADCAST-ING.

Want to buy W. E. 506-B-2 fm transmitter for spare parts, in particular the three tubular tuning assemblies in D-153823 power amplifier unit. J-20, BROADCASTING.

AM proof of performance test set, audio oscillator or distortion analyzer. State price, condition. KBLI, 2433 Montana Ave., Helena, Mont.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magne-cord, Presto, etc. Audio equipment for sale Boynton Studio, 10 B Pennsylvania, Tucka-hoe N. Y.

Wanted. Good clean used broadcast equip-ment including console, modulation moni-tor, limiter, two 16-inch turntables, pick up arms, etc. Write, stating condition and price, KUMA, Box 278, Pendleton, Oregon.

For Sale

Equipment

One G.E. color film scanner, new '58. In-cludes two Eastman-Kodak model 300 con-tinuous motion projectors in excellent con-dition. Also includes a dual 8 slide disc slide system. Also includes preview facili-ties for film and slides. Is currently in regular use and well maintained. Ideal way to get into color film and slides inex-pensively. \$27,500. Box H-8, BROADCAST-

FM Multiplex station monitor, Nuclear Electronics cost \$1250—now like new \$325. Andrew 3 tower phase monitor good condi-tion \$100. Both \$400 or trade for good used Magne-cord or Ampex tape. WEAU, Evans-ton, Ill.

Schafer Spotter with memory unit. Records 200 commercials and selects next scheduled spot at random. First quality equipment, tape deck is by Ampex—finest made. Re-mote control unit permits announcer to by-pass memory unit and select any of the 200 commercials. Perfect alone, or as first step to automation. Make an offer. Bill Dahlsten, WLPO, LaSalle, Ill.

2 DUMONT TV camera chains—TA 124A complete with viewfinders, cable, etc. Con-sider all offers. Station Manager, Box 7158, Austin 12, Tex.

Reconditioned Collins cartridge equipment with full 90 day guarantee. Cartridge play-backs priced at \$225.00 and recording am-plifiers at \$185 each. Ampex 601 at \$295.00, two Magnecord PT6A recorders with ampli-fiers at \$200.00 each. Southeast Audio Co., Jacksonville, Florida, Phone 305-356-3007.

Model 22 Houston Fearless 16mm film pro-cessor, serial 164. Good condition. Asking \$2,275.00. Contact Purchasing Agent, Courier-Journal & Times, Louisville 2, Ky.

Ampex 600-2 stereo tape recorder. Used only in home. \$400. Father Forster, 2101 65th Ave., Philadelphia 38, Phone WA 4-7369.

7/8" Coaxial cable, Andrew Heliax. Black sheath covered. Never used. 85¢ per foot fob El Cajon Electronic Engineering, P. O. Box 012, San Diego 15, California.

Commercial crystals and new or replace-ment crystals for RCA, Gates, W. E. Bliley and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electronic Company, Box 96, Temple, Texas.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read to correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 111, San Diego 6, Calif.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 450 Weaver Street, Larchmont, N. Y.

For Sale—(Cont'd)

Equipment

Used transmitter tube—General Electric GL-7D21 good condition. Has about 4,500 hours. Make offer. WPIK, Alexandria, Va. Need one (1) 891-R.

Used UHF 1 kw RCA Transmitter excellent condition, immediate delivery, a bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Xmission Line; Teflon Insulated, 1 1/4" rigid, 51.5 Ohm flanged with bullets and all hard-ware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list avail-able. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Tem-plebar 2-3527.

Television/radio transmitters, monitors cameras, microwave, tubes, audio, moni-tors. Electrofind, 440 Columbus Ave., N.Y.C.

Gates BC-1D 1kw am transmitter now in operation. Tough 833-A tubes final and modulators. Reasonable price, Box 571, Blytheville, Ark.

Miscellaneous

TV and Radio news directors; coverage of National Governor's Conference from Mi-ami Beach, exclusive, reasonable, free de-tails, write immediately. Box H-207, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring dee-jay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"Quick Quips" Jokes, one-liners, comedy, ad-libs for dee-jays. Also "Disc Hits," record info. \$5.50. Del Mar Radio Features, P.O. Box 61, Corona Del Mar, California.

Movies and Broadway shows reviewed for your station in a well planned program on tape or record—personalized for your sta-tion. Universal Commercial Music, 2842 Whaleneck Dr., Merrick, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and labora-tory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and labora-tory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers G. I. approved. Request free brochure Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License, 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console opera-tion. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 38, Texas.

Since 1937 Hollywood's oldest school de-voted exclusively to Radio and Telecom-munications. Graduates on more than 1000 stations. Ratio of jobs to graduates approxi-mately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School teaches you what you want: 1st phone and "mod-ern" sound. Jobs a plenty. Free placement. Illustrated brochure, 259 Geary Street.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Insti-tute of Florida, Inc., 135 Pineapple Ave., P. O. B. 1058, Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting July 10, October 9. For information, refer-ences and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated schedule. The Los Angeles Division of Grantham Schools is now offering the proven Grantham first class license course in a special accelerated schedule. Taught by a top notch instructor, this class is "success tested" for the man who must get his first phone in a hurry. The next starting dates for this accelerated class are July 8, and September 9th. For free brochure, write: Dept. 3-B, Grantham School of Electronics, 1505 N. Western Ave., Los Angeles 27, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operat-ing 5 kw station. One price includes every-thing, even room and board. Can be financed. American Academy of Elec-tronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

Pittsburgh, Pa. FCC First Phone ac-celerated "success-proven" course now in Pittsburgh. Day or evening classes. Free placement. American Broadcast & Elec-tronics School, 415 Smithfield St., Pitts-burgh 22, Pa. Phone 281-5422.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement serv-ice. Allied Technical Schools, 207 Mad-ison, Memphis, Tennessee.

FCC license in six weeks. Total cost \$285. Our graduates get their licenses and they know electronics. Houston Institute of Elec-tronics, 652 M and M Building, Houston, Texas. CA 7-0528.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assist-ance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

RADIO

Help Wanted—Announcers

ANNOUNCER

Bright, fast paced tight produc-tion. No Rock and Roll! 1st ticket desirable and will bring more money. Play-by-play ex-perience also desirable. Job is ready now, but will wait for the usual notice. Send tape & resume to

Box H-200, BROADCASTING

RADIO

Help Wanted—Announcers

NIGHT-TIME ANNOUNCER MIDNIGHT TILL DAWN

for Progressive FM-STEREO station. Rich voice with excellent knowledge of all types of music. Immediate opening. Write, wire, phone. Audition Tape NEEDED. KRGH-FM, 90.9 E. Sahara Ave., Las Vegas, Nevada.

Help Wanted—Sales

WE NEED ADDITIONAL REP SALES PERSONNEL

Our needs are unusual. We can only use honest, hard-working men who really understand radio or TV sales—that means men who fully understand broadcast selling and the agency's problems and the client's problems and good service and ratings and long hours. If you know how to sell conscientiously and well, let us know. We're growing and expanding. Please send full information.

REGIONAL REPS ASSOC.
(Ohio Stations Representatives, Inc.)
(Penn State Reps)
(? ? Next)

Write: Len Auerbach, President
Fidelity Bldg.—Cleveland 14, Ohio

HELP WANTED

Production, Programing & Others

NEW STATION

Near N. Y. C. . . Top management team requires full staff of broadcasters on the way up to implement their lively better quality format . . . salesmen . . . copy . . . announcers . . . 1st phones . . . will consider combos . . . car required.
BOX J-27, BROADCASTING

WANTED

Staff newsman for modern news-minded midwest metro station. Experience necessary. Salary open. Jim Watt Asst. Mgr., KSTT RADIO, Davenport, Iowa.

TELEVISION

Help Wanted—Sales

TV SALESMAN

CALIF. STATION NEEDS EXPERIENCED TV SALESMAN. DRAW PLUS GENEROUS COMMISSION. SEND RESUME.

BOX J-6, BROADCASTING

Help Wanted—Technical

TELEVISION TECHNICIAN

Progressive VHF-CBS affiliate in mid-South needs experienced man for studio maintenance and operation. 1st class license required. Send resume, references, salary requirements, and recent photograph.

Box H-230, BROADCASTING

TV Studio Technician

EAST COAST CHANNEL 12 NEEDS STUDIO TECHNICIAN WITH FIRST CLASS LICENSE. SWITCHER AND VIDEOTAPE EXPERIENCE ESSENTIAL. WANT COMPLETE RESUME, REFERENCES, SALARY REQUIREMENT AND PHOTOGRAPH.

Box J-61, BROADCASTING

TELEVISION

Situations Wanted—Management

Attention Station Owners:

I have a specialty. . . I take sick stations and make them money makers. I can sell and I work. I am not a desk operator and believe the manager should carry the largest share of the bill. I will have a sales force that will sell or there will be none and I will have a good sound . . . a sound we can sell or we will get the people that can do it. I have references and the record to back it up. May I show you my record and you be the judge. I am a young man with a fine family and want the best for them and myself. I am presently happily employed but the job is done and I want to work the clock around again. Box J-24, BROADCASTING.

Television Station Manager or Executive Tv Assistant

16 Years of diversified TV experience in administration, Sales, Programing, Production, Research, Film Buying, Law, Promotion, NAB Code Affairs, Videotape, Public Affairs, and overall VHF Operation. Seek challenging opportunity to develop new property or strengthen existing VHF Station. Age 37, Married, Degrees, and Excellent References. Resume and/or personal interview upon request. Available within 60 days.

Box J-31, BROADCASTING

GENERAL MANAGER STRONG SALES RECORD

RICH BACKGROUND INCLUDES COLLEGE DEGREE, ANNOUNCING, NEWS, SALESMAN, COMMERCIAL MANGER. PRESENTLY MANAGING EASTERN STATION. EXPERIENCE INCLUDES METROPOLITAN AND RURAL RADIO. WILL CONSIDER ANY EASTERN SEABOARD MARKET. TOP REFERENCES.

BOX J-57, BROADCASTING

Situation Wanted—Announcers

AVAILABLE AUGUST TOP 40 SWINGING DJ/PD

Majors and Metros only. Top ratings at top station in Eastern major. Married. Ten years in bus., College Grad.

Box J-30, BROADCASTING

Production—Programing, Others

ADMINISTRATIVE/OPERATIONS PROGRAM EXECUTIVE

NINE YEARS MAJOR MARKET STATION EXPERIENCE IN ALL PHASES OF ADMINISTRATION, OPERATIONS AND PROGRAMING: NETWORK, NATIONAL AND LOCAL SALES AND PROMOTION . . . PLUS FCC APPLICATION PREPARATION AND HEAVY 4-A AGENCY BACKGROUND. TOP REFERENCES AND COMPLETE PROFILE ON REQUEST.

Box J-21, BROADCASTING

Business Opportunity

MAJOR MARKET A.M.

REGIONAL SIGNAL
WANTS

MANAGING PARTNER

SOUTHEAST

Box J-47, BROADCASTING

Miscellaneous

COVERAGE MAPS

Quality Printing - Accurate Data
Sample & Details on Request

Continental Broadcast Service
8135 Wynnwood Road
Minneapolis 27, Minnesota

Colorful Combination

RADIO MARKET SHEETS and COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

WANTED TO BUY

Stations

TOP-FLITE BROADCASTER

wants to buy small market midwestern station. Will consider managerial or P.D. position in right station. Top professional ability.

Box J-45, BROADCASTING

For Sale

Stations

FOR SALE

NORTHEAST TV STATION
Excellent opportunity. Network affiliate. In top 100 markets.
Box H-294, BROADCASTING

For Sale—(Cont'd)

Stations

MODEL FM STATION FOR SALE

Established independent FM station in metropolitan Southeastern market serving coverage area of half-million homes from ideal mountain-top site. Entire operation housed in new building beside major highway. Low overhead operation with semi-automation and ready for low-cost conversion to stereo. Finest equipment purchased new. Established audience and quality clients. Also multiplexing background music to twenty clients with unlimited opportunity for expansion. Exclusive taped music franchises for both main channel and background services. Owners must sell due to press of other interests. Terms. Box H-225, BROADCASTING.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

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W. B. GRIMES & CO.
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DEatur 2-2311

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

ROCKY MOUNTAIN. Exclusive. Fulltime. Gross exceeds \$90,000. Priced at \$125,000. 29% down.
GROWING WESTERN MARKET. Fulltime. Gross \$200,000. Priced at \$300,000.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. HO 4-7279

S. E.	single	fulltime	\$85M	cash
Tenn.	single	daytime	48M	25M
Ky.	medium	regional	225M	35M
Fla.	medium	fulltime	225M	SOLD
Pa.	suburb	daytime	120M	50%
S. E.	suburb	daytime	52M	SOLD
La.	metro	daytime	150M	29%
Pa.	large	daytime	200M	50M

And others
CHAPMAN COMPANY
2045 Peachtree Rd. N.E., Atlanta 9, Ga.

To reach everyone in BROADCASTING and its allied fields.

You Can't Top A CLASSIFIED AD



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 77

WROK Rockford, Ill.—Granted license covering installation of new trans. as alternate main nighttime and aux. daytime trans., with DA-D.

WBAC Cleveland, Tenn.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans.; remote control permitted.

KPOI Honolulu, Hawaii—Granted licenses covering changes in ant. and ground systems, main studio and ant.-trans. locations, and installation of aux. trans.

KFBC Cheyenne, Wyo.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans. at main trans. site; remote control permitted.

KIMN Denver, Colo.—Granted license covering change in aux. trans. location; remote control permitted.

WTOL Toledo, Ohio—Granted change in remote control authority (main and aux. trans.).

KLOC Ceres, Calif.—Granted mod. of CP to change ant.-trans. location, type trans. and name to Redchester Broadcasting Co.; conditions.

■ Granted licenses for following noncommercial educational FM stations: **WVVK** Rock Island, Ill.; **KGTS** College Place, Wash., and specify ant. height as minus 59 feet above average terrain.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: **WBAC** Cleveland, Tenn.; **WJPF** Herrin, Ill., and specify type trans.; **WROK** Rockford, Ill., and install DA-D change studio location and delete remote control; **KACY** (daytime trans.—now 2 main trans.) Port Hueneme, Calif., and make change in DA and redescribe ground system, ant.-trans. and studio location; **KCOK** Tulare, Calif.; **KRAL** Rawlins, Wyo., and specify type trans.

■ Following stations were granted extensions of completion dates as shown: **WRVM** FM Rochester, N. Y., to Dec. 15; **KIMA** Yakima, Wash., to Aug. 1; **KBAB** Indianola, Iowa, to Aug. 12; **KROD** El Paso, Tex., to Sept. 1; **KCAL** Redlands, Calif., to Aug. 31; **KYOK** Houston, Tex., to Nov. 17; **KBLA** Burbank, Calif., to Dec. 19; **WLOB** Portland, Me., to Oct. 1; **WGBS** Miami, Fla., to Dec. 10; **WWOK** Charlotte, N. C., to Sept. 20; **WATO** Oak Ridge, Tenn., to Sept. 1; **WHHY** Montgomery, Ala., to Aug. 30; **KCEE** Tucson, Ariz., to Aug. 2; **WRAI** Rio Piedras, P. R., to July 17.

Actions of June 20

*State of California, San Fernando Valley State College, Northridge, Calif.—Granted CP for new class D noncommercial educational FM station to operate on 88.5 mc, with 10 w.

***WVCB** (TV) Augusta, Me.—Granted license for noncommercial educational TV station and redescribe trans. and studio locations as near Lewiston, Me.; ERP 310 kw vis. and 155 kw aur.

***WVCR** FM Loudonville, N. Y.—Granted license for noncommercial educational FM station.

***KJKJ** Flagstaff, Ariz.—Granted license for AM station; trans. site specified same as studio location.

***KNXT** (TV) Los Angeles, Calif.—Granted license covering changes for TV station (main trans. and ant.); conditions.

***KRBC** TV Abilene, Tex.—Granted license covering changes for TV station.

***WBBM** TV Chicago, Ill.—Granted license covering changes for TV station (main trans. and ant.); ERP 100 kw vis. and 50 kw aur.; conditions.

***KWNA** Winnemucca, Nev.—Granted license covering increase in daytime power, installation of new trans. and specification of type trans.

***WHOA** San Juan, P. R.—Granted license covering increase in daytime power, in station of new trans. and DA-1 change in frequency and ant.-trans. location and changes in ground system.

***KGMB** Honolulu, Hawaii—Granted licenses covering change in ant.-trans. location, ant. and ground system and change of aux. trans. to new site.

***KWOW** Pomona, Calif.—Granted license covering changes in ant. system (decrease height).

***WYZZ** (FM) Wilkes-Barre, Pa.—Granted license covering change in type trans.

***WLCY**, WTSP, Inc., St. Petersburg, Fla.—Granted mod. of license to change name to WLCY Inc.

***KVNI**, The Rexard Co., Coeur d'Alene, Idaho—Granted mod. of licenses to change name to North Idaho Bstg. Co.

***WNDT** (TV) Newark, N. J.—Granted CP

to change frequency control equipment (main trans. and ant.).

***COMU-TV** Columbia, Mo.—Granted CP to replace existing transmission line; ERP 247 kw vis. and 124.5 kw aur.; ant. height 790 ft.

***WTIC** TV Hartford, Conn.—Granted CP to install aux. trans. at main trans. and ant. location.

***WNMR** (FM), Northern Michigan College, Marquette, Mich.—Granted mod. of CP to change name to Northern Michigan University.

***WFOL** Hamilton, Ohio—Granted mod. of CP to move ant.-trans. location and make changes in DA system (eliminate one tower); specify main studio location same as trans.

***KFNH** Shenandoah, Iowa—Granted extension of authority to operate sign-off at 7:15 p.m., Monday through Saturday, and 7:30 p.m., Sundays (except for special events), for period ending Aug. 27.

■ Following stations were granted extensions of completion dates as shown: **WYSO** (FM) Yellow Springs, Ohio, to July 15; **WCME** FM Brunswick, Me., to Nov. 1; **WMRT** FM Lansing, Mich., to Nov. 13; **WRLM** (FM) North Attleboro, Mass., to Nov. 14; **KADM** (FM) Golden Valley, Minn., to Sept. 1; **KRCS** (FM) San Bernardino, Calif., to Nov. 24; **KBBI** (FM) Los Angeles, Calif., to Aug. 15; **WMUU** FM (main trans.) Greenville, S. C., to Sept. 11; **WGEE** FM Indianapolis, Ind., to Nov. 13; **WWOG** (FM) Boca Raton, Fla., to Oct. 8; **WIPR** FM San Juan, P. R., to Sept. 12; **WHPL** FM Winchester, Va., to Nov. 15; **WCPC** Houston, Miss., to Aug. 27; **WSTH** Taylorsville, N. C., to Oct. 1; **WBCI** FM Williamsburg, Va., to July 15.

Actions of June 19

***WWOD** FM Lynchburg, Va.—Granted SCA on sub-carrier frequency of 67 kc.

***WGIR** FM Manchester, N. H.—Granted SCA on sub-carrier frequencies of 41 kc and 67 kc.

***KTRG** Ala Moana Broadcasting Co., Honolulu, Hawaii—Granted assignment of license to Hawaiian Paradise Park Corp.

***KFTW** Fredericktown, Mo.—Granted extension of completion date to July 20.

***WENT** Gloversville, N. Y.—Granted change in remote control authority (main trans.).

Actions of June 18

***WIRD** Lake Placid, N. Y.—Granted request to continue existing pre-sunrise operation with non-DA and reduced power of 1 kw between 4 a.m. and local sunrise until final decision is reached in Dec. 14419 or until directed to terminate such operation, whichever occurs first.

***WHUB** Cookeville, Tenn.—Granted change in remote control authority (main and aux. trans.).

***WGIR** FM Manchester, N. H.—Granted change in remote control authority.

Action of June 14

***Mia Enterprises Inc.**, Beatrice, Neb.—Granted CP for new UHF TV translator station, on channel 71, to translate programs of KETV (TV) (ch. 7), Omaha, Neb.

License renewal

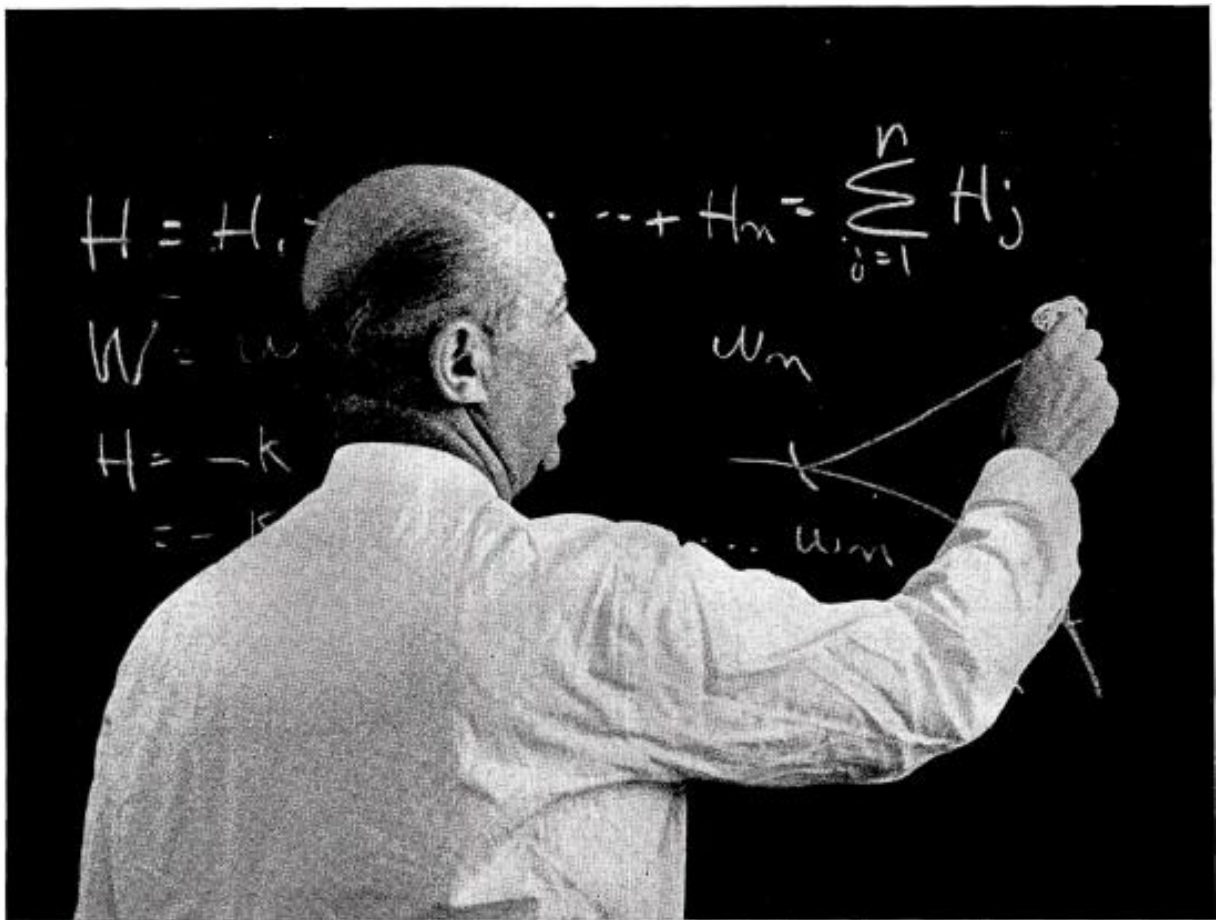
BY BROADCAST BUREAU

***KNBR** FM, National Broadcasting Co., San Francisco, Calif.—Granted renewal of license for FM station, including SCA, on which action had been deferred, for normal license term; without prejudice to such action as commission may deem warranted as result of its final determination: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters relating to National Broadcasting Co., and Radio Corporation of America. Action June 24.

Rulemaking

PETITION FOR RULEMAKING FILED

***Plans Television Corp.** (WCHU [TV] Champaign, WICS [TV] Springfield, and WICK [TV] Danville, all Illinois)—Requests institution of rulemaking so as to add channel 15 to Champaign, to add channel 71 to Bloomington, and to delete channel 15 from Bloomington and channel 33 from Champaign. This proposal would also require that the WBLN (TV) ch. 15) Bloomington construction permit be modified to specify operation on channel 71. Received June 14.



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ITT

OUR RESPECTS to Alfred Andreas Atherton

Try any idea that has a chance of working

Some 30 years ago a San Francisco bank placed a glass tank in its street window. In the tank were a carp and a trout and all day they would lunge at each other, only to bump their snouts against an invisible glass divider. One day they swam freely past each other and beside the tank was a sign reading: "Keep trying. Maybe the glass is gone."

"I've never forgotten that window," Alfred A. Atherton, president of Atherton-Privett, Los Angeles advertising agency said last week. "Ever since then I've been willing to try any idea that seems to have a chance of working out. Just because something hasn't been done before doesn't mean it won't work. If it's really a good idea there's always a way to make it work."

Fantastic Formula ■ One new idea that has worked very well is the TV formula devised by Mr. Atherton for Hawaiian Punch. The agency prepared six spots for the fruit drink and took them to the national convention of food brokers in December 1961 to show to the men responsible for getting shelf space and display in the nation's retail food stores. One spot was received with such enthusiasm that Atherton-Privett decided to put it on the air first. Then came a second thought. If it's so superior, why change it? So they didn't.

The spot is now well into its second year on the *Tonight* and *Today* shows on NBC-TV, with no sign of wearing out its welcome with the viewing public. "It gets more laughs than we do," Johnny Carson declared and Hugh Downs told the agency "We're actually getting letters from viewers telling us how much they like it. In television that's not just remarkable, it's fantastic."

Almost as fantastic is the way the spot is presented. The commercial runs for 20 seconds. The *Today* and *Tonight* shows sell only one-minute spots. So Mr. Atherton came up with the novel idea of running the commercial, then switching to the live camera to pick up the performers in the studio, one of whom says, "Say, I enjoyed that. How about running it again?" or words to that effect. So they run it again. "When we proposed this sandwich formula of three 20-second segments: film, live, film, everyone looked at us as if we had lost our minds. 'Who ever heard of such a thing?' they asked us. Maybe no one had then, but they have now and the result proves the value of giving a new idea a chance and not abandoning it just because it hasn't been done before."

Young Man Goes West ■ Alfred Andreas Atherton was born July 4,

1901, in Mount Vernon, N. Y. but before he was conscious of much beyond his crib he was transplanted to Council Bluffs, Iowa, where he spent his boyhood. Another move took the Athertons the rest of the way across the country to Berkeley, Calif. Al had just started high school there when his father died and he was forced to leave school and go to work. "My first job was as an office boy for Bemis Bag Co., 'Bags, Burlap & Twine' was the way the sign read," he recalled.

After a series of similar teen-age jobs, young Alfred soon settled on selling on commission as his best means of livelihood. "That's been pretty much true ever since," he mused. "I've never been in an economic position that would let me go to work for what I was worth—or at least for what any employer was willing to pay for my services, so I've generally been in business for myself or selling on commission."

With World War I, "I wanted to be an aviator like every other kid, but I couldn't get my widowed mother's consent to enlist and I was too young to get in without it." So when World War II came he enlisted in the Army Air Corps. The entrance tests showed him to have one of the highest degrees of mechanical aptitude ever measured by the service, and he was slated to become a bombsight technician, but with the Army's renowned ability to put the right man into the wrong job, he wound up as company clerk.

His Own Agency ■ Out of the service, Al joined the sales staff of KMPC Los Angeles. "For two years I called

on agencies and for two years I looked for a chance to go to work for one, but I was never offered an agency job for a salary I could afford to accept," so he took the direct route by opening his own agency. One of his first accounts was Hawaiian Punch, which he landed by calling on the president and telling him the advertising was all wrong and suggesting a change in agencies. He has handled the Hawaiian Punch advertising for 16 years, while the advertising budget has grown from \$35,000 to something over \$1 million and the company itself from a regional operation to full national distribution with a gross of about \$30 million. The company was purchased recently by R. J. Reynolds Tobacco Co., but it's being operated as a completely autonomous division, with the same management, advertising policy and agency.

Television accounts for 90% of Hawaiian Punch's consumer advertising. *Today* and *Tonight* are the main vehicles, augmented with spot TV during the warm weather months. Last year nighttime spots were used; this summer the agency is buying into children's programs in the top markets.

As soon as it could assemble the necessary credentials, the Atherton agency joined the American Association of Advertising Agencies and Mr. Atherton became active in the association, subsequently becoming chairman of the board of governors of the Southern California Council. In this work he came to know Nort Mogge and Jack Privett; their ideas about advertising jibed with his and about six years ago they joined forces as Atherton-Mogge-Privett. Mr. Mogge left the agency shortly before his death last year and it is now an equal partnership. Atherton-Privett is a consumer goods agency, with no industrial accounts and is a heavy buyer of broadcast media for such clients as Jersey Maid Milk Products Co., Vienna Sausage Manufacturing Co. and Volk-McLain Communities, as well as Hawaiian Punch.

Mr. Atherton and his wife, Isabelle Fithian Atherton, have two children, a son, Don, 29, in the real estate business, and a daughter, Andrea, 23. The family home is in Bel Air, where Al can usually be found weekends exercising his technical aptitude by taking a sports car apart and putting it back together again. "I'm between Ferraris at the moment and I've just sold a Bentley Continental and a 300 XL Mercedes," he reported. "With a two-car garage and a wife who doesn't drive, owning three cars was a bit out of line."



Mr. Atherton

The haves and have-nots

THE National Association of Broadcasters has chosen an awkward defense against the FCC's proposal to embrace in its rules the limitations on commercial time in the NAB's radio and television codes.

As a consequence of last week's actions of the NAB radio and television boards, broadcasters are committed to defend their codes as good if applied and enforced by a central organization within the industry but bad if they are applied and enforced by the government. The logic of this argument still eludes us except to the extent that it assumes the government has no reason to intrude in broadcasters' business affairs.

As reported elsewhere in this issue, the NAB radio board rejected a proposal by the radio code board to loosen the time standards of the radio code. The NAB television board adopted a considerably watered-down version of amendments that had been offered by the television code board. The radio action will do nothing and the television action little to encourage stations that have stayed out of the codes to come in now. When the NAB presents its case to the FCC, it will be defending codes that are now totally ignored by more than 60% of all radio stations and 30% of all television stations and are violated by a good many of the stations that do pay their dues and display the code seals of approval.

It is difficult to imagine a weaker position from which to argue against government enforcement of standards that the leaders of broadcasting have now reaffirmed are morally sound and economically practical—but cannot, on the record, be enforced by the National Association of Broadcasters. The position, it seems to us, gives the FCC every reason to proceed with its plan and no reason at all for those FCC members who voted for the rulemaking to turn around and vote against the very action they proposed.

With further legal research, the NAB may find other grounds on which to oppose FCC action. It may also be able to enlist enough political power in Congress to dissuade the FCC from its intentions. But it seems to us the real hope for averting an inclusion of the NAB codes in the FCC rules now resides in the stations that are not code subscribers.

Those outside the codes must explain to the FCC why the code restrictions on commercial time are, for them, unrealistic. If it is true that 60% of all radio stations and 30% of all television stations have found it impossible to survive if they limit their volumes of advertising to the codes' restrictions, those stations owe it to themselves and to the FCC to give an accounting of their problems. As we have said before, we doubt that any FCC will deliberately invoke a rule that is likely to put hundreds if not thousands of stations out of business.

Workload or made-work?

WHEN FCC Chairman E. William Henry appeared before the Senate Independent Offices Subcommittee 10 days ago to try to justify the request for a record \$16.5 million appropriation for fiscal 1964, he said the additional funds were needed because of the "greater workload."

In the process he ran into a couple of buzz-saws in the persons of Senator Gordon Allott (R-Colo.) and Senator Roman L. Hruska (R-Neb.). He didn't receive much help either from the subcommittee's chairman, Senator Warren G. Magnuson (D-Wash.).

Mr. Henry, having been a commissioner nine months and

chairman only since June 1, could not have been expected to possess any considerable background. He had been coached by his staff, but the staff must have been thinking about some other outfit—certainly not the FCC.

It isn't the workload but the made-work that is responsible for the FCC's inordinate demands for funds. The kind of made-work engendered by the Chicago and Omaha program hearings, by the letter-writing crusades, by the freezes on AM and FM, by the dubiously-authorized filing fees, by the clutching of the National Association of Broadcasters' commercial code limitations to its bosom, by insinuating itself into the ratings picture and by otherwise diving headlong into programing areas proscribed by law.

The upshot is that the FCC is now farther behind in its regular duties than ever. It has worked the headlines rather than the processing lines. It takes forever to handle a routine transfer even though there's a halt in AM and FM licensing because of the freezes. Renewals are backed up hundreds deep because the staff writes letters questioning programing "balance" and something called local programing in prime time. The field staff snoops for technical violations so the FCC can sock stations with fines, suspensions or revocations.

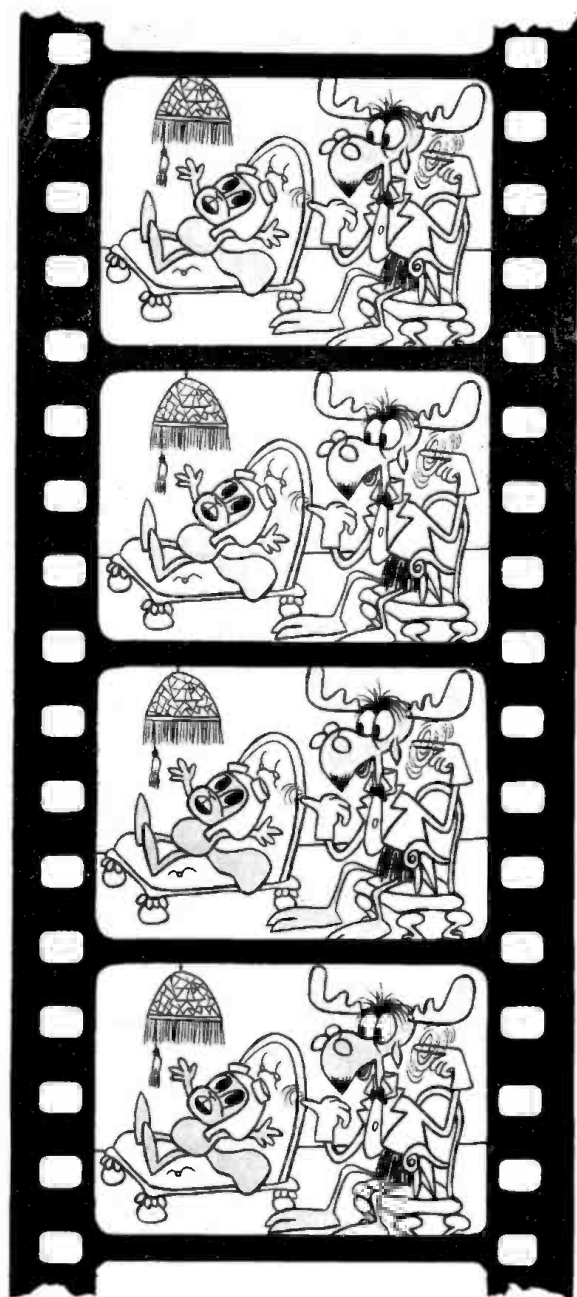
All this with more money and more personnel than its predecessor commissions ever dreamed possible. Ten years ago the FCC appropriation was \$6.4 million. This was in fiscal 1953, just after the TV freeze had been lifted and the stampede was on for new stations to supplement the 108 pre-freeze grants. The \$16.5 million sought for fiscal 1964 is \$1.5 million more than was appropriated for the current fiscal year. In those same 10 years the FCC staff has increased from 1,044 to 1,416. And Mr. Henry told the Senate committee (obviously because of what his staff brain-trust told him) that they would be back next year and the year after for further demands for more money and more people.

Chairman Magnuson indicated he would have the FCC back later. When he does, we hope he and his colleagues penetrate beyond the smoke screen of generalities. He should get into the wanton waste of taxpayers' money and the outlays imposed upon broadcasters forced to defend themselves against mirages and charges of improper programing—an area that Congress itself made off-limits for the FCC when it wrote the anti-censorship Section 326 into law.



Drawn for BROADCASTING by Sid Hix

"Hold it! Don't shoot till we get that damned peacock out of there!"



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